

UNIVERSITY OF MANITOBA POLICY

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| Policy: | VISUAL IDENTITY POLICY |
| Effective Date: | April 30, 2010 |
| Revised Date: | December 9, 2013 |
| Review Date: | April 30, 2020 |
| Approving Body: | President |
| Authority: | |
| Responsible Executive Officer: | Vice-President (External) |
| Delegate: | Director, Marketing Communications Office |
| Contact: | Director, Marketing Communications Office |
| Application: | All Employees |

Part I Reason for Policy

- 1.1 The University of Manitoba has a strong interest in protecting and regulating the representation of its name, logo and related insignia which, taken as a whole, represent the University's signature.
- 1.2 Maintaining excellent standards in how the University of Manitoba is represented visually reflects our overall commitment to excellence in every facet of what we do. A clear and consistent University identity assists students, community members and the public in identifying University programs, services and initiatives. This serves to enhance the University's reputation, leverages quick recognition, demonstrates organizational purpose and accountability, and facilitates greater efficiencies in resources and management.
- 1.3 The purposes of this Policy are to:
 - (a) provide the framework for the regulation of the quality and uniformity of the University's image in both internal and external representations;

- (b) ensure that parties who have received permission to use the University's name, logo and/or related insignia do so in a manner which is consistent with the reputation and future orientation of the University; and
- (c) set standards related to the content, presentation and technology used in the development of University web pages.

Part II Policy Content

General

- 2.1 This policy applies to all internal and external representations, whether printed or electronic, which make use of the University of Manitoba's name, logo and/or related insignia and the University's brand as a whole.

Visual Identity System

- 2.2 A comprehensive visual identity system is a structure for communicating and presenting information logically, consistently and with distinction. The approved University brand is detailed in the Visual Identity Guide and covers all representations that identify the University, including its official titles, the University logo, trademarks, slogans, business names and domain names.
- 2.3 In order to ensure the effective representation of the University brand to its diverse stakeholder groups, the Marketing Communications Office (MCO) is responsible for developing, updating, implementing and enforcing the visual identity program for the University of Manitoba.

Marketing Communication Materials

- 2.4 Promotional materials produced by the University's academic and administrative units using the University's name, logo and /or related insignia shall follow the guidelines as set out in the University of Manitoba Visual Identity Guide. Faculties and units should consult with the MCO early in the development process if there are questions or if clarification is required.
- 2.5 University academic and administrative units requiring and/or producing such marketing communication materials, including but not limited to pamphlets, fact sheets, brochures, posters, advertisements and videos, are required to follow one of the options below:

- (a) academic and administrative units may submit their requirements and specifications to the MCO for internal development of the material;
 - (b) academic and administrative units may create their own material in consultation with the MCO to ensure alignment with the University's visual identity requirements and branding initiatives; or
 - (c) academic and administrative units may arrange for the development of the material by an external company recommended by the MCO. The company must be selected from a list of approved contractors provided by Purchasing, and the work must be approved by the MCO to ensure alignment with visual identity requirements and branding initiatives.
- 2.6 The University of Manitoba logo and its approved faculty and unit extensions are the primary identifier for all academic and administrative units. They must be used prominently in all communications materials as outlined in the Visual Identity Guide. Independent academic and administrative unit logos are discouraged. This does not include those with an operational/marketing need – for example: The Bookstore, Bison Sports. In extenuating circumstances, approval for an academic or administrative unit to develop or use an independent logo may be sought through application to the Vice-President (External).
- 2.7 MCO approval is required for any public materials containing the University's name, logo and/or related insignia, for all internal or external publicity or promotional purposes. Examples of such public materials include, but are not restricted to, marketing campaigns, advertising, posters, videos, commercials, billboards, merchandise, brochures, displays, magazines and newsletters.
- 2.8 Academic and administrative units that wish to deviate from the Visual Identity Guide should consult with the MCO early in their project to ensure that the integrity of the University's visual identity is maintained. Where the Visual Identity Guide does not address the reasonable requirements of an academic or administrative unit for creative, marketing, or other reasons, the MCO may allow a deviation or make unique provisions. If there can be no resolution between the MCO and the head of the academic or administrative unit, the matter will be referred to the Vice-President (External) for resolution.

Stationary Products

- 2.9 All stationary products, including letterhead, business cards, and envelopes, shall be selected from one of the standardized templates available through The University of Manitoba's purchasing software. These templates are based upon the Visual Identity Guide and no deviations from these templates are permitted.

Web Page Development, Content and Technology

- 2.10 In an effort to achieve a unified and cohesive online presence, the MCO and Information Services and Technology (IST) are responsible for establishing a common look and feel and ensuring accurate representation of the brand across the University's website. This will be achieved jointly through the Visual Identity Guide, Web Standards Guidelines and this Policy.
- 2.11 All University web pages will use the templated visual identity elements as supplied by the MCO and IST.
- 2.12 Ownership and control of the home page and associated drop down menus, including content management and responsibility for link control, will reside with the MCO.
- 2.13 Ownership of all unit level pages will reside with the unit. All unit level pages must be in compliance with the Visual Identity Guide and Web Standards Guidelines.
- 2.14 Management of the University website in respect to content development and standards is the responsibility of the Web Steering Committee, chaired by the Director, MCO, and reporting to the Office of the President.
- 2.15 Unit level pages shall link to single authoritative web based sources of information rather than duplicating such content on their own site.
- 2.16 All web pages containing content intended for internal use and not for general public access shall be placed on the University intranet web site which will be separate from the public website but shall follow the same content and presentation standards as public pages.
- 2.17 All templates for the home page, hub pages and unit pages shall be developed in the approved University content management system.

- 2.18 Any website deviations from this Policy must be approved by the Web Steering Committee, failing which they may be removed from the University web space until they are compliant.

Part III Accountability

- 3.1 The Office of Legal Counsel is responsible for advising the Vice-President (External) that a formal review of the Policy is required.
- 3.2 The Director, MCO, is responsible for the implementation, communication and review of this Policy.
- 3.3 This policy applies to all University employees.

Part IV Authority to Approve Procedures

- 4.1 The Director, MCO, may approve Procedures which are secondary to and comply with this Policy.

Part V Review

- 5.1 Governing Document reviews shall be conducted every ten (10) years. The next scheduled review date for this Policy is April 30, 2020.
- 5.2 In the interim, this Policy may be revised or repealed if:
- (a) the Vice-President (External) or the Approving Body deems it necessary or desirable to do so;
 - (b) the Policy is no longer legislatively or statutorily compliant; and/or
 - (c) the Policy is now in conflict with another Governing Document.
- 5.3 If this Policy is revised or repealed all Secondary Documents shall be reviewed as soon as reasonably possible in order to ensure that they:

- (a) comply with the revised Policy; or
- (b) are in turn repealed.

Part VI Effect on Previous Statements

6.1 This Policy supersedes all of the following:

- (a) Web Page Policy, April 30, 2010;
- (b) Letterhead Policy, January 1, 1981;
- (c) Envelopes and Inter-Departmental Memos, January 1, 1981;
- (d) Business Cards Policy, January 1, 1981;
- (e) all previous Board of Governors/Senate Governing Documents on the subject matter contained herein; and
- (f) all previous Administration Governing Documents on the subject matter contained herein.

Part VII Cross References

7.1 This Policy should be cross referenced to the following relevant Governing Documents, legislation and/or forms:

- (a) [Visual Identity Guide](#)
- (b) [Web Standards Guidelines](#)
- (c) [Social Media Guidelines](#)
- (d) [Best Practices Video](#)
- (e) [Copyright Guidelines](#)