



# Branding Policy

## POLICY INFORMATION

**Policy Number:** ADM.09.04  
**Policy Category:** Administrative  
**Section:** Marketing and Communications Office  
**Responsible Executive:** Executive Vice President  
**Originally Issued Date:** October 2022  
**Last Date Revised:**  
**Effective Date:**

## 1. POLICY STATEMENT

The corporate identity of Bethlehem University (BU) and how it is portrayed is paramount as it is a representation of the University's mission, vision and values, and has a direct effect on the internal and external perception of both; BU as a higher education institution and its Brand. The strength of BU's brand image and impeccable reputation is critical to its ability to achieve many goals of its strategic plan, particularly the recruitment of quality students, faculty and staff, and success in both private and public fundraising.

It is essential that all BU organizational constituents work collaboratively to present a consistent and coherent representation of the University that ensures the effective sharing of its mission, vision and values, and fully demonstrates the University's Lasallian Education legacy in transforming the lives of its students, community and partners for the common good.

Following are the principles underpinning the BU Branding Policy (BUBP):

1. BU community is required always to act in ways that promote and protect the University Brand.
2. BU community must acknowledge the University by using the Brand as set out in this policy and its Addendum (I), the "Brand Manual".
3. All BU communications (internal and external), marketing and student recruitment campaigns must be aligned with the overall BU brand strategy, and must strengthen and reflect the Brand essence and attributes of the University.
4. BU brand should correctly appear on all University publications and materials whether in print or electronic that represent the teaching, research or related public and outreach service functions of the University.
5. No secondary illustrative Brand/logo/identity distinct from the approved BU Brand are allowed to represent University organizational constituents, departments, divisions or units. They may use their names in conjunction with and alongside the BU Brand as long as this complies with the University's Brand Policy and its Guidelines.



6. As an exception, the BU spin-off or spin-out service providing businesses to the public may use their own logos, but only in conjunction with the BU Brand Policy and its Guidelines.
7. University “other Brands” may be created in very limited circumstances, where significant promotional or other advantage can be demonstrated. These Brands may not be created or used without approval of the University Administration through the Marketing and Communications office. Requests for such approval must be accompanied by a supporting case.
8. All co-branding must adhere to this policy and its guidelines, and all co-branding designs are subject to approval by the University Administration through the Marketing and Communications office.
9. As a requirement for co-branding eligibility, the external party must have a contract or agreement with the University establishing it as a joint venture, showing in detail why the inclusion or use of a custom Brand will benefit its objectives.
10. In general, any use of the University Brand by affiliated or external individuals or bodies must be approved and governed by an agreement with the University.
11. BU Corporate Seal is for official or formal material representing Bethlehem University and is limited to official university documents. This seal resides with the Vice Chancellor’s Office. Any Administrative Office, Faculty, Institute or other wholly owned entities of the University may have their own official seal only if their name is added to the other elements of the Corporate Seal as stated in the BU Brand Manual.
12. BU official Letters:
  - a. All BU official letters must show on the top right side the name of the Office, Faculty or Institute issuing it if and only if signed by the highest rank official in that party (see Brand Manual/Official Letterhead section) as follows:
    - i. Vice Chancellor Office (by the Vice Chancellor)
    - ii. Administrative Offices (by the relevant Vice President)
    - iii. Academic Faculties (by the relevant Dean)
    - iv. Academic, Research or Educational Institutes/Centers (by the relevant Director)Otherwise and if authorized by the relevant Vice President, Dean or Director the plain official letterhead paper is used showing the signee’s name, title and department under the signature.
  - b. All BU official letters must show on the top the official reference number and the date as per the University’s rules in this regard.

## 2. DEFINITIONS

**Brand:** refers to the primary and/or secondary logo, University name, motto and colors connected with BU, its services, offerings and products, including the desired relationship the University shares with its stakeholders through its brand attributes and essence.

**Branding:** refers to the selection, blending and utilization of tangible and intangible attributes to differentiate BU as a whole, its services or products in an attractive, meaningful, consistent and compelling manner.



**Brand Manual:** refers to the document encompassing guidelines for the use of BU Brand, seal, templates, style guides, concepts, colors and visual identity.

**Visual Identity:** refers to the style of imagery, illustration, photography, typography and layout in marketing communications material and other brand touch-points of the University.

**Corporate Identity:** refers to the visual identity of the University (including the primary and/or secondary logo, University name, motto, colors, landmarks) utilized to identify and present BU to its stakeholders and to differentiate itself from other universities and institutions.

**Typography:** is the manner in which the official typeface, pertaining to font, alignment and spacing is set as stipulated in the Brand Manual.

**Corporate Seal:** refers to the stamp used for the authentication of University official documents other than diplomas.

**Great Seal:** refers to the stamp that is affixed on diplomas issued by the University according to the Academic rules and regulations.

**University Organizational Constituents:** refers to University Faculties, Administrative Offices, Institutes, Centers and other wholly owned entities of the University.

**Communications Team (Officers):** the BU Marketing and Communications office staff responsible for producing, disseminating and overseeing the University communications.

**BU Community:** refers to BU faculty, staff, students, volunteers, members of BU Boards and affiliated or external individuals or bodies carrying out activities that would enhance the University's reputation and public image.

### 3. PURPOSE AND SUMMARY

This Branding Policy seeks to protect and promote the BU approved Brand as the dominant visual manifestation of the University's identity. The purpose of this policy is to assist BU community and others in the implementation of the University's branding image to help achieve a consistent, professional and unified corporate identity in all printed and electronic materials. It sets forth the approved usage of the University Brand for communications in print, web and electronic form. Adherence to these guidelines will protect the integrity of the University's corporate identity and will ensure the consistency in all communications, thereby augmenting BU public image and reputation.

### 4. APPLICATION / SCOPE

This Policy applies to all communications and visual materials, including all forms of media, printed and electronic material, online representations, PowerPoint presentations, signage, vehicles and representations created by and for an entity of the University, and by and for third parties with respect to the University.



This policy applies to all members of the BU community, University organizational constituents and others affiliated with the University.

## 5. STATEMENT OF ROLES & RESPONSIBILITIES

1. The Executive Vice President (EVP) has overall responsibility for ensuring that the BU Brand Policy is implemented and managed effectively and responsibly.
2. Under the direct supervision of the Director of Marketing & Communications, the Communications Officers are responsible for:
  - a. Following up on the correct implementation of this policy and its guidelines across all BU organizational constituents and third-party users of the BU Brand as well.
  - b. Auditing and reviewing, which are necessary to maintain acceptable standards and to ensure graphic quality of communications that represent the University to its stakeholders.
  - c. Enforcing the BU Brand standards and Guidelines to all BU communication and visual language, which includes all forms of media, printed materials, digital representations, stationary, signage, products and representations that have been created by and for BU, in addition to marketing, fundraising and student recruitment campaigns.
  - d. Keeping the “Brand Manual” updated, subject to approval of the University administration, and subsequent communication of the manual to BU community.
  - e. Disseminating the approved updates of the “Brand Manual” on timely basis through official BU communication channels and to all BU community and stakeholders.
  - f. Providing consultations to any party wishes to make use of the BU Brand, ensuring that there is alignment with this policy in all University campaigns, concepts, visual, advertising and communications material implemented across print, electronic and digital platforms.
  - g. Looking into any requests for using BU Brand, co-branding, or “other brand” and after coordination with their superiors in this regard, granting written authorization to the requestors prior to Brand usage.
3. The Finance and Estates Office is responsible for providing all kinds of prints, seals, promotional materials, and any other products bearing BU Brand in coordination with the Marketing and Communications office in regard to the University branding standards.
4. The Academic Affairs Office is responsible for the safe custody and retention of the “Great Seal” as per the University’s rules and regulations.
5. All BU organizational constituents are responsible for the safe custody and retention of their “Corporate Seal(s)” as per the University’s rules and regulations.
6. It is the responsibility of the relevant Vice President or Dean to verify the necessity of making any seal(s) pertaining to their office or faculty.
7. It is the responsibility of the relevant Vice President or Dean to verify the necessity of issuing business cards to their subordinates as per the university rules.

## 6. PROCEDURES

- A. To request usage of BU Brand for other matters than those mentioned in the BU Brand Manual, the following procedure has to be followed:



1. Fill out the “Brand Usage Request” form (no. ADM.09.F01) found on the University Website under Marketing and Communications Office forms.
2. Complete and submit the form to the Marketing and Communications office.
3. The Marketing and Communications office will receive the request, processes it as per the branding guidelines, and replies within 3 working days from the requestor’s submission date, copying the Print Shop Supervisor in case the required material to be designed and/or produced by the Print Shop.
4. If a draft design or prototype is required for approval:
  - a. In case the Marketing and Communications office requested a draft design or prototype of the material/product from the requestor before production, the usage authorization is not considered final until the requestor receives a final written approval from the Marketing and Communications office on the draft design or prototype copying the concerned parties in the Finance and Estates Office (i.e. Business & Contracts Unit, Print Shop..etc.) if the material/product is going to be produced by the University,
  - b. If the material/product is going to be produced by external partners, then the written approval of the Marketing and Communications office on the design (co-branding) is required before the final execution. It is the responsibility of the requestor to follow up on this matter.

B. To order new business cards:

1. Fill out the “Business Cards Request” form (no. FIN.01.F01) found on the University Website under Finance and Estates Office forms,
2. Forward the completed form to the relevant supervisor for approval,
3. For the Vice Presidents, Assistant Vice Presidents, the Faculty Deans, the Academic Department Chairpersons and the Directors of Institutes and in Administrative Offices no approval is required,
4. Then submit the completed form to the Print Shop,
5. The requestor will be informed within 5 working days that the business cards are ready for pickup from the Print Shop.

C. To order a Seal:

1. Fill out the “Seal Request” form (no. FIN.01.F02) found on the University Website under Finance and Estates Office forms,
2. Forward the completed form to the relevant Vice President or Dean (for the Faculties) for approval,
3. When approved, the relevant Vice President or Dean (for the Faculties) submits the completed form to the Business & Contracts Unit in the Finance and Estates Office,
4. If the request is approved as per the University’s rules and regulations, the requestor will be informed within 5 working days that the seal is ready for pickup from the Business & Contracts Unit.

D. All the publications of BU (Printed and Digital) should adhere with BU branding policy,



1. all the requested designs should go through **Design@bethlehem.edu**, including internal and external designs such as but not limited to invitations, posters, flyers.
2. The materials should be sent **at least 3** working days before the activity/event if it was a simple design, and if it was brochure, booklet, book this needs to be arranged directly with the print shop supervisor.
3. The text should be edited, and contains accurate information.
4. Photos should be in high quality and sent separately.

## 7. COMPLIANCE

Since the EVP is entrusted with this policy, and in coordination with the Director of Marcom, is responsible for implementing this policy and report in writing or through email on any breach to this policy by any BU user(s) to the VP of Human Resources, stating the breach details and recommending any disciplinary action as per BU policies in this respect.

## 8. RELATED INFORMATION

1. Addendum (I) to this policy [\*BU Brand Manual\*](#).
2. Forms pertaining to this policy:
  1. Brand Usage Request Form (no. ADM.09.F01)
  2. Business Cards Request Form (no. FIN.01.F01)
  3. Seal Request Form (no. FIN.01.F02)