

## IDENTITY POLICY

**Section:** Public Relations

**Policy:** All printed and electronic publications and items must comply with the University Housing identity program listed below, which is based upon the guidelines set forth by the university at <http://brand.uga.edu/>

**Purpose:** The purpose of this policy is to create a standard identity for University Housing in support of the university's visual brand.

**Scope:** This policy applies to all printed and electronic publications, as well as apparel, merchandise and marketing items, produced and/or ordered by students and staff within University Housing.

### Procedure:

- I. The official logos for University Housing are available for download at [https://pr.studentaffairs.uga.edu/site/logo\\_downloads](https://pr.studentaffairs.uga.edu/site/logo_downloads)
- II. University Housing follows additional guidelines set forth by the Division of Student Affairs. Guidelines and approval process can be found here: [https://pr.studentaffairs.uga.edu/content\\_page/using-logos](https://pr.studentaffairs.uga.edu/content_page/using-logos)
- III. Use of one of the approved logos is required in all visual representations of University Housing including, but not limited to: printed publications, all webpages managed by University Housing staff (including the public website, The Dawg House and the work request site), slide presentations, video productions, exhibit materials, apparel items, merchandise and marketing items produced by staff and student employees of University Housing.
- IV. Items ordered by and paid for by Residence Hall Association (RHA) and National Residence Hall Honorary (NRHH) do not require the housing logo, but must follow the steps listed in section VI because they include a registered organization logo. Items ordered by hall or community councils must include a housing logo.
- V. All business cards, departmental letterhead, envelopes and stationery must include the formal version of the housing logo and must be ordered from Tate Print and Copy to ensure compliance with the division's and housing's identity policies.
- VI. All merchandise, apparel and marketing item designs must be approved by the housing senior public relations coordinator and the UGA Office of Trademark Management. Therefore, before ordering, printing or producing items for external audiences with said logos, staff must adhere to the following protocol.
  - A. Items must be purchased through an approved vendor. A list of approved vendors can be found at: <https://brand.uga.edu/trademarks-and-licensing/#compliance-review-and-approval>
  - B. Requestor submits vendor proofs and the University Trademarks and Logos Form to the housing senior public relations coordinator via email no fewer than three working days before the vendor requires approval. The University Trademarks and Logos Form is located at

[https://housing.uga.edu/sa\\_docs/staff/forms\\_pr\\_uga\\_logo\\_approval\\_form.pdf](https://housing.uga.edu/sa_docs/staff/forms_pr_uga_logo_approval_form.pdf).

- C. For items submitted for approval with a turnaround of less than three working days, requestor must submit approvals through the supervisory chain.
  - D. The senior public relations coordinator routes the proof and form to UGA's Office of Trademark Management.
  - E. The senior public relations coordinator confirms approval via email to the initiator of the request.
  - F. Requestor forwards the approval to the vendor to begin production.
- VII. The logo cannot be modified or altered in any way. It cannot be skewed, shortened, lengthened, stretched, condensed, colors or fonts changed or cropped. No other images may obscure the logo or be printed across the logo in any manner.
- VIII. The logo should always be reproduced from high-resolution (300 dpi) digital files in order to maintain high quality. Reversed logos (light or white logo on a dark background) should be used only within a field of color, not as a stand-alone element. The arch in the logo is always white.

The logo must be reproduced in official colors. The printer's ink specification for the logo is PMS 200 Red and 100 percent black. The red may also be produced in print as follows: 3% Cyan + 100% Magenta + 70% Yellow + 12% Black.

- IX. In addition to the logo policy, all housing staff must comply with the style guide included as an addendum to this policy (Appendix I). The University Housing Style Guide is based upon the University of Georgia Style Guide (<http://brand.uga.edu/>) and the AP Style Guide and applies to all webpages managed by University Housing staff, including the public website, The Dawg House and the work request site, as well as all publications produced by University Housing staff, whether for internal or external audiences.
- X. Newsletters and e-newsletters for both internal and external audiences should include a branded University Housing logo header at the top of the first page. This header can be found on the shared drive at S:Resources/ASC/Public Relations/Logos, Templates and Headers.
- XI. Staff email signatures must comply with the University's visual identity guidelines. Housing staff email signatures must contain the following information: name, the words "University Housing," title and a phone number. Staff are encouraged to use the university's email signature builder at <http://brand.uga.edu/email-signature-builder/>. Social media links should refer to University Housing social media accounts. As noted in the university's policy, email signatures may not contain any message or tagline of a personal nature.
- A. For instructions on how to create and use different email signatures, visit <https://support.office.com/en-us/article/Create-and-add-a-signature-to-messages-8ee5d4f4-68fd-464a-a1c1-0e1c80bb27f2>
  - B. For information about how to replace links in the Outlook email client, see <https://support.office.com/en-us/article/Create-or-edit-a-hyperlink-5d8c0804-f998-4143-86b1-1199735e07bf> or contact the senior public relations coordinator.

XII. Questions about the logo use and policy may be directed to the senior public relations coordinator for University Housing.

Reviewed: November 11, 2020

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