

## IDENTITY POLICY

### Section: Public Relations

**Policy:** 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://drive.google.com/drive/folders/1DjO9CzocQDgeJF-49TRHa4IKi3AN9nZy?usp=drive\\_link](https://drive.google.com/drive/folders/1DjO9CzocQDgeJF-49TRHa4IKi3AN9nZy?usp=drive_link)
- II. Use of one of the approved logos is required in all visual representations of University Housing including, but not limited to: printed publications (excluding flyers produced by student staff to advertise individual programs), 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.
- III. 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 trademarked organization logo. Items ordered by hall or community councils must include a housing logo.
- IV. 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.
- V. Trademark approval process
  - A. All merchandise, apparel and marketing item designs must be approved by the housing assistant director for communications and the UGA Office of Trademark Management. Therefore, before ordering, printing or producing items for external audiences with logos, staff must adhere to the following protocol.
    1. Items must be purchased through an approved vendor. A list of approved vendors can be found at: <https://brand.uga.edu/wp-content/uploads/uga-fermata-licensees.pdf>
    2. Requestor submits vendor proofs to the housing assistant director for communications via email no fewer than five working days before the vendor requires approval.
      - a. For items submitted for approval with a turnaround of less than five working days, requestor must submit approvals through the supervisory chain.

3. The assistant director for communications will respond via email with approval to proceed or request changes.
  4. After receiving approval by the assistant director for communications, the requestor completes the [Request for the Use of Trademarks and Logos Form](#).
  5. Requestor waits for approval from the UGA trademark office via email before giving the vendor permission to begin production.
- VI. Athletic marks (listed at <https://brand.uga.edu/trademarks-and-licensing/>) are reserved exclusively for use by the UGA Athletic Association. Use of bulldog imagery, the word "dawgs" or the super G on housing items is an additional step of approval by UGA Athletic Association through the trademark approval process listed in section V.
- VII. Logo requirements
- A. Consult <https://brand.uga.edu/logos/> for university logo guidelines. 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.
  - B. 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.
  - C. 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 as follows: 3% Cyan + 100% Magenta + 70% Yellow + 12% Black or hexcode BA0C2F.
- VIII. 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 (<https://brand.uga.edu/writing-style/styleguide/>) and the Associated Press (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.
- IX. 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. Consult the housing assistant director for communications for the creation of newsletter headers.
- X. Commonly used UGA logos, fonts, photos and templates for resident emails and signs are available at [RPS PR resources](#).
- 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 assistant director for communications for University Housing.

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