



# Branding Policy

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Policy Number:	01082015
Effective date:	January 4, 2016
Last reviewed date:	November 25, 2020
Owner:	Inbound Marketing Director
Summary:	The Branding Policy aims to support and protect the integrity of the University's visual identity, ensuring consistency and supporting UoPeople's growing reputation.

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## I. POLICY STATEMENT

By introducing the Branding Policy, University of the People ("University" or "UoPeople") is continuing its effort to develop a unified image, increasing the University's visibility and supporting its growing reputation.

A great deal of work has been invested in identifying the strengths of the University and what it offers to its students and external constituents. These strengths have been incorporated into a set of messages which aim to express UoPeople's story and vision. These messages need to be reinforced on an ongoing basis in the communication activities of all entities of the university, whether in publications, websites, speeches or media stories.

UoPeople's graphic identity includes the official signature, icon, slogan and image of the University, whether used on a website or in any electronic or physical communication.

This policy sets forth the approved usage of the university signature for communications in print, web, and electronic form. Adherence to these guidelines will protect the integrity of our visual identity and ensure the consistency in our communications, thereby augmenting our reputation.

The strength of UoPeople's image and unblemished reputation is critical to its ability to achieve many goals of the strategic plan, particularly the recruitment of quality students, faculty and staff, and success in both private and public fundraising.

The University's image is bolstered by anyone visiting the university's website, reading publications, listening to a speech, or reading a news story. The support of all units of the university is important in our efforts to ensure that our various constituents realize our



strengths and understand our objective and vision. Our ability to build and maintain a clear, consistent identity is central to maintaining a leadership position as the world's first tuition-free online university, providing access to quality higher education to all deserving students worldwide.

## II. DEFINITIONS

**Signature** – The university signature is a graphic that consists of three elements, the shield wrapped by a ribbon on which the abbreviated name “UoPeople” appears, the full name and the tagline “The Education Revolution”.

**Business Suite** – The business suite is comprised of the official letterhead, envelope, presentation and business card design.

## III. UOPEOPLE SIGNATURE



UNIVERSITY  
OF THE PEOPLE  
The Education Revolution

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The official signature is the graphic identity of the university. The signature includes the symbol (Global Shield and Ribbon), the wordmark (“UoPeople” and “UNIVERSITY OF THE PEOPLE”) and the tagline (“The Education Revolution”). Beside the full name, position, email address and UoPeople website address, active links must be included below, which point to the university’s [LinkedIn](#), [Facebook](#), [Twitter](#), [YouTube](#), and [Instagram](#) pages. The signature must always be used in official communication.

To protect the integrity of the brand, the university signature and brand extensions must not be altered in any way.

The university signature must not be combined with other logos, except when a program has been approved for exemption through the President’s Forum. Other logos for departments, centers, offices or special programs and projects must not be created, whether such logos are based on the university signature or are entirely new logos.

When the university signature is reduced or enlarged, the proportions must be maintained. Only in rare instances must the signature be used smaller than one inch wide. For print materials, only the high-resolution versions of the signature must be used, never scanned or low-resolution versions. High-resolution electronic files of the university signature are available from UoPeople Web Communications at: [UoPeople.edu](http://UoPeople.edu).

All departments are required to follow UoPeople graphic identity and branding guidelines in their print and electronic materials. Specific guidelines for use of the university brand can be found by contacting: [outreach@UoPeople.edu](mailto:outreach@UoPeople.edu).



#### IV. UNIVERSITY NAME

When referring to the university, either “University of the People” or “UoPeople” can be used (not UoP or any other derivation of the above approved forms.)

#### V. BUSINESS SUITE: LETTERHEADS, ENVELOPES, PRESENTATIONS, BUSINESS CARDS AND CAMPUS SEAL

University letters are a prominent form of communication, and it is important they send a visually consistent message.

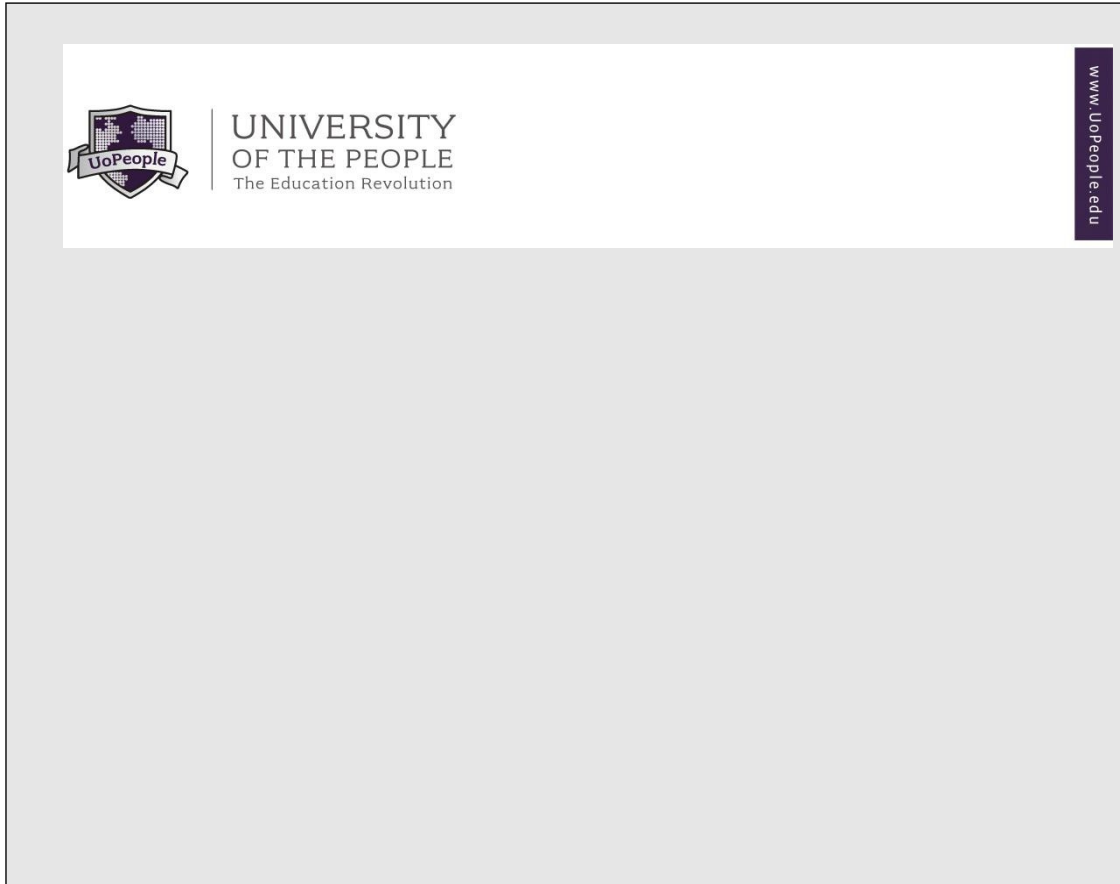
A common letterhead, to be used on envelopes, presentations, and business cards, maintains visual unity and communicates information clearly. As illustrated below, the letterhead contains the university signature in the upper left-hand corner and the university’s website to the right.

Digital copies of the letterheads should be sent in PDF format.

The following are approved examples of letterhead for external correspondence and for internal memoranda.

##### Formal Letter head (external correspondence)





### Campus Seal

The campus seal may only be used by the President's Office or the Registrar's Office, on official documents or for formal occasions such as graduation. The University Seal is provided below:



**Internal Memoranda:**



**UNIVERSITY  
OF THE PEOPLE**  
The Education Revolution

595 E. Colorado Boulevard, Suite 623 Pasadena, CA 91103, USA | +1 626 264 8880  
[www.uopeople.edu](http://www.uopeople.edu)





## **VI. UNIVERSITY MAILING LABELS, FORMS, AND MISCELLANEOUS COMMUNICATIONS**

The university signature must appear on all internal and external communications, including mailing labels, forms, special envelopes, name tags and other items. The university's graphic designers will assist departments in designing these items. Approval by the outreach team is required prior to usage of any branded item.

## **VII. UNIVERSITY COMMUNICATIONS**

The university signature must appear on all university print and electronic communications. There are numerous ways to incorporate the signature into the graphic design on the front or back cover. The signature must not be embellished or changed in any way.

## **VIII. WEBSITE**

The UoPeople branded web template must be used for all web pages of units designated as being core brands or brand extensions. Units with a sub-brand signature are not required to use the branded web templates.

All university websites are managed by UoPeople's Marketing department; any branding posted on the university's sites requires the approval of the outreach department.

UoPeople's Marketing department is responsible for the design and management of the Web branding program. In addition to providing the Web templates, UoPeople's Marketing department is responsible for reviewing and approving all Web site designs before they are published.

UoPeople's Marketing department must be contacted early in the Web development process to ensure design plans meet branded web standards.

Web branding information and assistance with how to use the templates can be obtained

through UoPeople's Marketing department. The web templates and other web branding resources are available from UoPeople's Marketing department at: [outreach@UoPeople.edu](mailto:outreach@UoPeople.edu).

## IX. POWERPOINTS AND PRESENTATIONS

All presentations made by University of the People personnel shall be made using the University's branding and design. No changes should be made to the design of the template. Examples of the appropriate themes to be used are:



## Content Slide

Inbound marketing is a technique for drawing customers to products and services via content marketing, social media marketing, search engine optimization and branding.



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# Thank you!

[www.UoPeople.edu](http://www.UoPeople.edu) | [info@UoPeople.edu](mailto:info@UoPeople.edu)

## X. VIDEOS

University videos (across all departments) must be produced by a vendor that has been approved by the Marketing department. The video content must use an approved template, including an 'intro' and 'outro', which feature the university logo. UoPeople's Marketing department must be contacted early in the video production process to ensure design plans meet branded video standards.

See example: [https://www.youtube.com/watch?v=Nz\\_E6gvnRqE](https://www.youtube.com/watch?v=Nz_E6gvnRqE)