



## BRAND POLICY

<b>Reference number</b>	6P/6.1
<b>Accountable executive manager</b>	Executive Director: Corporate Relations and Marketing
<b>Policy owner</b>	Executive Director: Corporate Relations and Marketing
<b>Responsible division</b>	Corporate Relations and Marketing
<b>Status</b>	Approved
<b>Approved by</b>	Council
<b>Date of approval</b>	28 March 2018
<b>Review date</b>	2021
<b>Procedures in terms of this policy</b>	None
<b>Web address of this policy</b>	<a href="http://www.nwu.ac.za/gov_man/policy/index.html">http://www.nwu.ac.za/gov_man/policy/index.html</a>
<b>Address on the policy data base</b>	(10935746) H:\HSC\2. Management\2.1.3 Policy management\Beleide\Raad Maart 2018\6P/6.3_Brand_e.docm

## BRAND POLICY

Against the background of the dream to be an internationally recognised university in Africa, distinguished for engaged scholarship, social responsiveness and an ethic of care, the council of the North-West University has adopted this policy on 28 March 2018 to replace previous policies on the university brand.

At the NWU a brand image is the total impression of the university in an individual's mind (what the university does for an individual and what the university means to an individual).

### 1 Policy Statement

The Council of the North-West University considers a proper process and framework to manage the brand, image and reputation of the North-West University through the implementation of a corporate identity manual which takes into account related objectives such as compliance to corporate identity regulations, visual language, photographic style and creative concepts, to be of paramount importance for the good governance and effective and efficient management and administration of the North-West University.

It is therefore the policy of the North-West University that the NWU is dependent on its brand identity to achieve a consistent and appropriate brand image for positioning of the university as an “institution of superior academic excellence, with a commitment to social justice”. Secondary positioning messages, (written and visual) position the university by focusing on its brand attributes.

The NWU is committed to “excel in innovative learning and teaching and cutting-edge research, thereby benefitting society through knowledge”.

The image of this university and how it is portrayed is paramount as it is a representation of who we are and what we stand for, and has a direct effect on the internal and external perception of both the brand of the NWU and the NWU as an institution.

### 2 Interpretation and application

The interpretation and application of this policy is subject to the provisions of the Higher Education Act 101 of 1997 and the Statute of the North-West University.

### 3 Definitions

In this policy –

“**brand**” refers to a name or trade mark connected with the NWU, its products and offerings, including the desired emotional and psychological relationship the university shares with its internal and external stakeholders through its brand attributes and essence;

“**brand ambassador**” is an influencer who has been carefully selected to represent the NWU in a positive light;

“**brand attributes**” include academic excellence, dynamic student life, relevant graduates, and social responsiveness;

“**brand image**” is the character and image of the NWU, including the university’s name and logo which reflects its culture and is presented to various publics;

“**branding**” refers to the selection, blending and utilisation of tangible and intangible attributes to differentiate the products, services or the NWU as a whole in an attractive, meaningful, consistent and compelling manner;

“**the CID manual**” means the document encompassing guidelines for the use of the NWU logo, templates, style guides, concepts and visual language;

**“corporate Identity (CID)”** refers to the visual identity of the university (including the logo, primary and secondary university colours) utilised to identify and present the NWU to its stakeholders and to differentiate itself from other organisations;

**“the NWU pay-off line”** is ‘It all starts here’; ‘Dit begin alles hier’; ‘Gotlhe go simolola fano’;

**“trade mark”** means, in accordance with the Trade Marks Act 194 of 1993, a mark used or proposed to be used by the NWU in relation to goods or services for the purpose of distinguishing the goods or services in relation to which the mark is used or proposed to be used from the same kind of goods or services connected in the course of trade with any other person: the formal name ‘North-West University’, the acronym logos and the NWU pay-off line are registered trade marks;

**“typography”** is the manner in which the official typeface, pertaining to font, alignment and spacing is set as stipulated in the CID manual;

**“visual language”** refers to the style of imagery, illustration, photography, typography and layout in marketing communications material and other brand touch-points of the NWU.

## 4 Roles and responsibilities

- 4.1 The NWU brand policy applies to the NWU Council and its members, committees and other governance structures, all permanent and contracted staff, and students.
- 4.2 No one other than those referred to in 5.1 may be authorised to use the NWU brand or trade marks before having undertaken in writing to comply in all respects to the requirements of this policy.
- 4.3 All communications must reflect the brand essence and attributes of the university, and strengthen the pay-off line.
- 4.4 This policy applies to all communication and visual language, which includes all forms of media, printed materials, digital representations, stationary, signage, clothing and representations that have been created by and for NWU.
- 4.5 The University Management Committee (UMC) has overall responsibility for ensuring that the NWU brand is implemented and managed effectively and responsibly in accordance with this policy.
- 4.6 The Executive Director: Corporate Relations and Marketing is responsible for the overall implementation of this policy.

## 5 Rules

### 5.1 Brand application

- 5.1.1 The NWU brand may not be associated with –
  - the abuse of addictive substances;
  - the abuse of alcohol;
  - sexually explicit imagery or references;
  - profanity or inappropriate insensitive language, or
  - gambling,except for the purposes of combating related vices.
- 5.1.2 All logos used to represent any part of the NWU, its committees, student societies, faculties, departments, centres, subsidiaries and related entities or anything relating to the internal and external representation of the NWU must comply with this policy and relevant guidelines set out in the CID manual.
- 5.1.3 Where faculties and departments of the NWU do not make use of the central graphic design department of Corporate Relations and Marketing, their design concepts must adhere to the style prescribed in the CID, they must use approved NWU imagery and templates available at the digital brand store (Link), and all designs must be approved by the Director: Marketing and Student Recruitment
- 5.1.4 No campus, faculty, institute or centre of the NWU may use an identity, symbol or logo distinct from the NWU logo, but research entities, units and centres may use their names in conjunction with the NWU logo.
- 5.1.5 As an exception, the NWU Business School of Governance and spin-offs may use their own logos, but only in conjunction with the NWU logo.

- 5.1.6 All communication (internal and external), marketing and student recruitment campaigns must be aligned with the overall NWU brand strategy.
- 5.1.7 All communications of the NWU must strengthen and reflect the brand essence and attributes of the university.
- 5.1.8 The Executive Director: Corporate Relations and Marketing is responsible for keeping the CID manual updated, subject to approval by the University Management Committee (UMC) and subsequent communication of the manual.
- 5.1.9 The Director: Marketing and Student Recruitment is responsible for disseminating the updates of the CID manual through official NWU communication channels and to all internal brand ambassadors and stakeholders.
- 5.1.10 The Director: Marketing and Student Recruitment must be consulted by anyone who wishes to make use of the NWU brand or trademarks to ensure that there is alignment between all campaigns, concepts, visual, advertising and communications material implemented across print, electronic and digital platforms.

## **5.2 Merchandising**

- 5.2.1 Merchandise displaying university branding or logos may only be produced and distributed by contracted suppliers.
- 5.2.2 Contractual agreements with vendors and suppliers regarding branding and marketing may only be entered into on behalf of the NWU by the Department Corporate Relations and Marketing.
- 5.2.3 Where the use of the NWU logo with any other logo is not covered by the guidelines provided for in the CID, permission for such use must be obtained from the Director: Marketing and Student Recruitment.
- 5.2.4 Study material and academic projects are not subject to merchandising principles.

## **5.3 Student societies and residences**

- 5.3.1 Registered student societies and residences may create and use their own icons or visual identifiers subject to the approval of the Director: Marketing and Student Recruitment.
- 5.3.2 Registered student societies and residences must at all times use the NWU logo in conjunction with their icons and visual identifiers.

## **5.4 Co-branding**

All co-branding must adhere to this policy and CID guidelines and all designs are subject to approval by the Director: Marketing and Student Recruitment. .

## **6 Non-compliance with this policy**

- 6.1 Any identified misuse of the NWU brand must be reported to the Director: Marketing and Student Recruitment for follow-up, where necessary by means of legal proceedings.
- 6.2 Merchandise which has the NWU brand produced without proper authorisation must be dealt with as counterfeit and an infringement of the intellectual property of the NWU.

## **7 Related policies and other relevant documents**

This policy must be read in conjunction with related policies, including but not limited to media policy, online publications policy, social media policy, behavioural policy and students disciplinary rules.

Original details: (10935746) H:\HSC\2. Management\2.1.3 Policy management\Beleide\Raad Maart 2018\Brand Policy\_e.docm  
3 May 2018

File reference: 6P/6.3