Information

Branding

Effective

July 1, 1983

Number

OCM-1.02

Applicability

This policy applies to University Community (administrators, faculty, staff, and students).

Administrative Authority

Senior Associate Vice President for Communications and Marketing

Responsible Unit

Office of Communications and Marketing

2323 S. Brook Street, Louisville, KY 40208

Phone: (502) 852-6171

Email: branding@louisville.edu

History

Revision Date(s): January 1, 2008; January 1, 2012

Reviewed Date(s): January 1, 2008; January 1, 2012; April 10, 2020; April 21, 2023

Categories

Reason for Policy:

This policy provides rules for coherent communication of the University of Louisville brand.

The coordination of the UofL brand to consumers plays a significant role in their impression of the brand. Consistency is paramount to the success of the identity system. Consistent use of the mark and supporting elements will build brand equity and resonance. The end result will be an increased understanding of the UofL brand by the public.

Statement:

All marketing and identity materials produced by the university or partner agencies on behalf of non-athletic organizational units and intended for external audiences must adhere to the brand design guidelines established by the Office of Communications and Marketing (OCM).

Related Information:

Details on regulations and resources available at http://louisville.edu/brand.

All marketing materials (print, online, digital, etc.) promoting or representing a non-athletic university entity must follow the regulations detailed in the brand guidelines, as it relates to use of color, typography, etc.

Additionally, any materials produced by a non-athletic university entity should employ an official university logo unless otherwise permitted by the Office of Communications and Marketing.

By default, the standard university logo (in one of the approved configurations) should be used. If a unit qualifies for or has been notified by the Office of

Communications and Marketing that they are an approved sub-brand, an official *secondary* logo (artwork provided by OCM) may be used in lieu of a standard university logo. Only qualifying entities are permitted this option.

A university entity who is unsure if they meet the qualifications for a sub-unit mark must contact the Office of Communications and Marketing.

Registered Student Organizations (RSOs) are *not* required to adhere to the brand policy as it relates to marketing materials, etc. However, they are subject to the rules and regulations surrounding use of copyrighted logos and how those marks may be used and applied.

Athletic entities within the university are subject to a separate brand platform maintained by University Athletics.

Definitions:

1. Marketing materials include, but are not limited to:
    1. Recruitment brochures.
    2. Viewbooks or annual reports.
    3. Publications for alumni and donors.
    4. Official university websites.
    5. Departmental program information.
    6. Periodical magazines or newsletters.
    7. Promotional videos.
    8. Stationery and business cards.
    9. Banners and posters.
    10. Promotional items and merchandise.
    11. Campus signage.
    12. Apparel.
2. Brand elements with specifications for adherence:
    1. Logo marks.
    2. Color.
    3. Typography.
    4. Additional graphic elements.
    5. Photographic style.

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