



UGANDA CHRISTIAN  
UNIVERSITY

A Centre of Excellence in the Heart of Africa

# Brand Guidelines for University Stationery, Publications, Advertising and Publicity Materials

From the Public Relations Office  
January 2012

Vice Chancellor Signature: \_\_\_\_\_

Date of Signature: \_\_\_\_\_

Last date of Modification: 31 July 2012

## 1.0 Introduction

Since 2010, the University has been working to consolidate its visual identity and present itself as one brand. Presently there are over 10 different ways the university has been represented in its publications and other materials (see attachments).

Having a consistent and professional look on all university stationery and materials communicates a unified message to our audiences and reiterates the traditions, colours and symbols that give Uganda Christian University its unique identity.

These guide lines cover and apply to the production of all stationery, marketing, publicity and communications materials produced by the University and its various units including the regional campuses and college.

These guidelines therefore ensure that:

- The consistency of marketing and publicity materials using the University's name is maintained. The need for consistency means we have had to redesign the University logo so it could be used across different media and stationery.
- The message communicated is clear and consistent.
- The University's corporate image is maintained.
- Marketing and publicity materials do not compromise but enhance the image of the University.
- Messages are complementary and not contradictory.

Failure to follow standards will have the following effects:

- The public will be unable to discern truth from frauds.
- It looks chaotic to see differences in print, styles and colours.





## 2.0 The University Logo

### 2.1 Why one University logo

The Uganda Christian University logo is the most recognisable representation of the University's image. It must be used in a consistent manner to maintain brand recognition and maximise impact. The following guidelines must be used to maintain the brand recognition.

## 2.2 Uganda Christian University Logo Format

The University has one distinct logo which forms part of its corporate identity which can be reproduced in two different colour formats- colour and grey scale (for black and white publications):

<p>i. The University corporate logo for use in all media and publications/ materials:</p>	 <p><b>UGANDA CHRISTIAN UNIVERSITY</b> A Centre of Excellence in the Heart of Africa</p>
<p>ii. Gray scale version for publications that require this format e.g. newspaper adverts</p> <ul style="list-style-type: none"> <li>• Shield outside: 75% black</li> <li>• Shield inside: 60% black</li> <li>• Motto: 100% white</li> <li>• Word mark: 90% black</li> <li>• Vision statement: 75% black</li> </ul>	 <p><b>UGANDA CHRISTIAN UNIVERSITY</b> A Centre of Excellence in the Heart of Africa</p>
<p>iii. The Uganda Christian University shield with just UCU in the banner below will be used on promotional materials that are too small to have the University brand mark (Uganda Christian University). An example where this applies is with lapel pins. This should be used only when necessary and after consultation with the Communications &amp; Marketing Manager, and the DVC Development &amp; External Relations.</p>	
<p>iv. The spot red logo is to be used on envelopes. Notice the layout is the same with all the logos</p>	 <p><b>UGANDA CHRISTIAN UNIVERSITY</b> A Centre of Excellence in the Heart of Africa</p>

### Specifications for the Uganda Christian University Logo

- **University word mark** [Uganda Christian University] font is Albertus MT
- The **vision statement** [A Centre of Excellence in the Heart of Africa] is in the font Myriad Pro
- The **white space around logo** is 8.5mm or equal to the letter U in University if you placed it around the logo (see in grey above). This space allows the logo to “breath” without being crowded in

All these elements work together to make the University logo: the badge, the word mark (Uganda Christian University) and the vision statement.

Resizing must be done proportionally and not independently. This prevents any distortions in the presentation of the logo.

**All University offices must use the logos stated in this document and are no longer permitted to use former versions of the University's logo.**

The logo is only to be used in its entirety. You may not:

- Separate any of the elements
- Distort or give perspective to the logo in any way
- Use any colour, other than black for the University name in logo and UCU red in vision statement
- Allow any other visual or text to impinge on the logo
- Put a border or shadow around the logo
- Squeeze it to fit in a specific space. The size should be proportional (height and width to reduce proportionally)
  
- **Do not use the logo from the University's website. You can request various high quality copies of the University's logo by emailing [pro@ucu.ac.ug](mailto:pro@ucu.ac.ug).**
  
- **Staff, students and alumni are not individually allowed to use the University logo for personal or other promotions without written clearance from the Communications & Marketing Department. However, student organisation registered with the Students Guild can use the University logo on promotional materials (posters, flyers etc) with approval from the Communications & Marketing Manager.**

Departments and campuses/colleges are required to ensure that all advertisements (including brochures, flyers and websites) relating to Uganda Christian University and its programmes contain the University's logo, featured prominently.

**Avoid bad Examples of Logo Execution. See attachment logo don'ts.** The placing of the University logo should stay true to its clean design. Do not change its format.

### **2.3 Use of the Logo**

In order to maintain a consistent approach, all marketing and publicity materials (including websites) mentioning Uganda Christian University and its campuses must conform to the instructions noted in these guidelines.

- a) The University will discontinue the use of all versions of the old logo and type face in all but the most exceptional circumstances. In practice, we believe this currently means that only degree and diploma certificates and transcripts will keep the logo design they have.

- b) In order to improve visibility and consistency of the University's name, the revised logotype will be adopted as the University's main visual device in all our communications e.g. in letterheads, business cards, adverts, signage, promotional materials prospectuses etc.

### 3.0 Official Identity Statements

The University name is: **Uganda Christian University**.

- a) We are NOT Uganda Christian University Mukono or Mukono University or Uganda Christian University-Mukono or Mukono Christian University.  
All use of such names should stop.
- b) The full University name Uganda Christian University should be used in official publications over the use of UCU. When one goes online, they will realise there are so many UCUs.
- c) **Approved Use of the Acronym "UCU"**
- The acronym UCU can be used in sports, promotional, marketing and media materials. However, in publications, use UCU after the use of the full name [Uganda Christian University] on first mention.
  - UCU can also be used on items like lapel pins to where it is not possible to have the full University name
- d) The University adopted the strap line "A Complete Education for A Complete Person" as its main strap line. This should be used on all marketing and promotional products. The strap line does not replace the vision statement "A Centre of Excellence in the Heart of Africa" which is in the logo.

### 4.0 University Fonts

Use Trebuchet MS font as its corporate front for use in signage and all other published text, improving legibility and accessibility. Trebuchet MS is common on all computers with Microsoft word.

**Trebuchet MS font sizes:**

Heading / Titles: 12-14 points


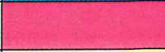
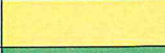

Text size: 10-11 points

The University will continue to use the Albertus MT font (which has been the main title font) in the University's logotype




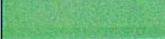
## 5.0 Colours

The University colours and their reproduction values are: **Red, Blue, Yellow (golden) and Green**. For publication purposes, the colour values are represented here.

For digital media (computers, television, internet, PowerPoint etc)

COLOUR NAME	R	G	B	COLOUR	COLOUR
BLUE	11	61	145	0B3D91	
RED	215	1	77	D7014D	
YELLOW	255	217	50	FFD932	
GREEN	0	121	49	007931	

For printing and publications (stationery, marketing and promotional materials, books, adverts, banners etc)

COLOUR NAME	C	M	Y	K	COLOUR
BLUE	100	60	0	6	
RED	13	100	39	0	
YELLOW	0	15	79	0	
GREEN	100	0	100	11	

## 6.0 Procedure for the Approval of Marketing/ Publicity Materials

- a) All marketing materials must be sent **in advance of their use** to the public relations office for review and approval on behalf of Uganda Christian University.
- b) The Public Relations Officer will maintain a record of marketing and publicity materials.
- c) A review will normally look at the correct use of the University's logo and its corporate colours, the use of standard language, message consistency and monitor web links (where applicable). A review will also check carefully that the correct programme title and location of study (especially if programmes are available at more than one delivery location) are noted and ensure that there are no unsubstantiated claims. A review will also check all spelling and grammar carefully. To avoid unnecessary delays, all documents submitted should be well written and edited.
- d) Departments should submit publicity and marketing materials for approval to the University with as much notice as possible. Please allow at least 5 working days for approval. Lengthy or complex materials require more notice.

- e) The University will carry out regular checks on regional campuses use of the University's name and logo in order to ensure that it conforms to the University's requirements.
- f) **The University shall have absolute discretion as to the contents of any statements, advertisements or other promotional materials.**

### **University Campuses and Constituent College**

Bishop Barham University College is the only constituent college of Uganda Christian University (as of 2012). It is based in Kabale. Its name can be abbreviated as BBUC. It is NOT Bishop Barham University College Kabale

The Uganda Christian University Mbale Campus is the university campus based in Mbale district in eastern Uganda. The campus can also be referred to as UCU Mbale or UCU Mbale Campus. This can only be used in promotional/marketing or media purposes. For media mentions, the full name should be spelt out at first mention. Subsequent mentions can use abbreviations. For official purposes, the name of the campus should be used in full as spelt out above.

The Uganda Christian University Arua Campus is the university campus based in Arua district in north western Uganda. The campus can also be referred to as UCU Arua or UCU Arua Campus. This can only be used in promotional/marketing or media purposes. For media mentions, the full name should be first spelt out. Subsequent mentions can use abbreviations. For official purposes, the name of the campus should be used in full as spelt out above.

## **7.0 The University Copyright**

The University retains the ownership of copyright, trademarks and any other applicable intellectual property rights at all times.

The use of the logo and/or photographs does not imply an endorsement.

As part of the University's corporate image, the logo should not be altered in any way other than the options specified within these guidelines.





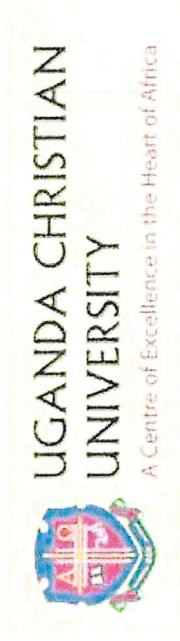
# Logo dos

The correct Uganda Christian University logo



**UGANDA CHRISTIAN  
UNIVERSITY**

*A Centre of Excellence in the Heart of Africa*



A light colour background that does not clash with the University colors is OK

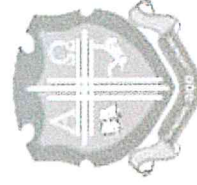


**UGANDA CHRISTIAN UNIVERSITY**

Suggested version for graduation banners



For use on promotional materials like lapel pins, neck ties, scarves. Note that this version uses "UCU"



**UGANDA CHRISTIAN  
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Public Relations Department 2012



# Logo don'ts

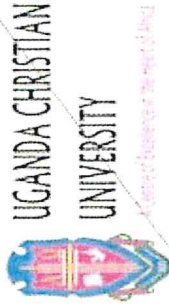
UGANDA CHRISTIAN UNIVERSITY  
A Centre of Excellence in the Heart of Africa



The correct logo



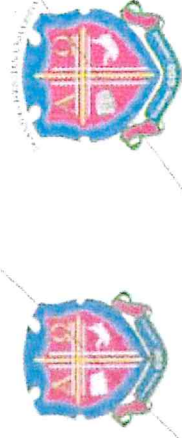
Don't rotate the logo



Don't skew the logo



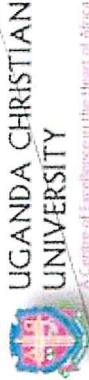
Don't put a shadow around



Don't use logo with the University name above the image alone.



Don't use any other fonts



Don't put a shadow around



Don't reproduce in other colours  
Only reproduce the logo in the corporate colors



Don't reproduce logo against dark colours



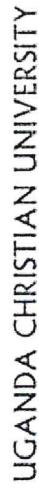
Don't use the logo on a cluttered or confusing background



Don't centre the University name



Don't spread out the name



Don't centre the University name





Can you find the correct University logo in use?



Public Relations Department 2012