

Branding and Visual Policy Policy

Policy Statement

The American University's (AUC) branding and visual policy is generally the rules define the AUC brand, how it works, and the guidelines and standards of the university brand. These include fonts, colors, official logo(s) and image usages.

Reason for Policy/Purpose

The policy is necessary for keeping the AUC brand and visual identity consistent throughout its communication channels and publications (print or online). The more consistent and coherent the branded material, the stronger the brand making it more recognizable and ingrained in people's minds with the set of values and reputation intended to give off. Without a brand policy, the university's image will be inconsistent, fragmented and weak as a brand value.

Who Approved This Policy

The Office Marketing Communication and Public Affairs is the only office responsible for AUC branding or visual identity, and for enforcing the policy across the university.

Who Needs to Know This Policy

All AUC offices, schools, departments and centers (academic and non-academic) producing any publications or promotional material, in print or online must apply the university's branding and visual policy. There are no exceptions to applying the AUC policy.

Web Address for this Policy

www.aucegypt.edu/about/university-policies

Contacts

Office of Marketing Communication and Public Affairs.

If you have any questions on the policy or procedure for university branding and visual identity policy, you may e-mail to publications@aucegypt.edu

Definitions

Term (alphabetical order)	Definition as it relates to this policy
Nameplate	Also known as 'logo', which is the full AUC logo: "star" + wording of "The American University in Cairo"
Clipart:	(Google definition) simple pictures and symbols made available for computer users to add to their documents. Page 1
Stock images:	(Google definition) professional photographs of common places, landmarks, nature, events or people that are bought and

	sold on a royalty-free basis and can be used and reused for commercial design purposes.
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Policy/Procedures

Regulations for Correct Usage of Logo Include:

The University nameplate must appear on all publications (print, web and mobile apps) material. For high-resolution nameplate files, please contact the Office of Marketing Communication and Public Affairs or email publications@aucegypt.edu.

- The “star” icon and University name MAY NOT appear separately at any time.
- The nameplate must always appear in a horizontal position (never vertically); in the direction of normal reading and rest of the content.
- The nameplate must always be of a comparable/prominent size to the publication’s title font.
- No text may be added to the nameplate
- For nameplates, colors and fonts, please check the following:
 - Nameplates
 - Fonts
 - Colors

Image Regulations

Only AUC photos are allowed on all publications (print and online) (ie. cliparts, stock image, non-AUC photos). For use of infographics, clipart images and general style need to be approved prior to full design and layout of publication. All images used for any publication or communication and promotional material must be royalty-free, free-to-use, and have no photo credit requirements. All images uploaded on AUC’s website should be resized to the correct size and resolution as specified in the CMS Manual. The CMS Manual can be checked [here](#).

AUC’s Stock Image/Clipart Policy

- All people photos must be of the AUC community (no stock image of people).
- Outer space-related photos and certain science photos are acceptable to use, provided there is proper photo credit and not copyright issues are being violated
- Generic photos like charts, keyboards, piles of book for example are acceptable to use, provided there is proper photo credit and there is no violation of copyright issues.
- All stock images must be bought and proper photo credit must be written. A copy of the high-resolution photo must be sent to the Office of Marketing Communication and Public Affairs along with its proper credit so that it is accessible to the rest of the university.
- All photos bought must be royalty free and carefully checked that there is no limit on photo usage/reprinting.
- All images used for any publication or communication and promotional material must be royalty-free, free-to-use, and have no photo credit requirements.
- Clipart styles that maybe acceptable are those that are more streamline, flat, of minimalist style; not acceptable clipart styles are those that are comic, funny, cartoonish, word-clipart style, degrading to the AUC brand image,

Forms/Instructions

[Communications Services Form](#)
[Branding Guidelines](#)

Related Information

Communications Services
Office Marketing Communication and Public Affairs webpage (in.aucegypt.edu/offices)
Printing Policy
Print shop Policy
Social Media Compliance Policy

Appendices

History/Revision Dates

Origination Date: September 2004
Last Amended Date: May 2023