

Branding and Visual 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 of Advancement and Communications 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

Contacts

Office of Advancement and Communications

If you have any questions on the policy or procedure for [university branding and visual identity] policy, you may:

1. Send an e-mail to publications@aucegypt.edu

Definitions

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 Advancement and Communications 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 Advancement and Communications 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](#)

Related Information

[Communications Services](#)

Office of Advancement and Communications webpage (in.aucegypt.edu/offices/advancement-communications)

Printing Policy

Print shop Policy

Social Media Compliance Policy

Appendices *(optional)*

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.

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.

History/Revision Dates

Origination Date: September 1, 2004

Last Amended Date: September 1, 2008

Next Review Date: Month, Day, Year