

# University Communications Policy

---

## Policy Statement

---

The university communications policies outline the rules and regulations that govern the representation of the University to all internal and external audiences. These policies extend to all forms of communications and apply across all channels and communication vehicles in which the University is being represented as an institution.

---

## Reason for Policy/Purpose

---

The purpose of these policies is to ensure that all communication that takes place on behalf of the University is conducted in a manner that is consistent with the University's quality standards, branding and visual identity manual, editorial style guide and strategic positioning.

---

## Who Approved This Policy

---

The Office of Advancement and Communications is responsible for ensuring compliance with the communications policies.

---

## Who Needs to Know This Policy

---

All AUC offices, schools, departments and centers (academic and non-academic) creating any promotional online or print material and/or communications material.

---

## Web Address for this Policy

---

---

## Contacts

---

Office of Advancement and Communications  
info@aucegypt.edu

---

## Definitions

---

Term (alphabetical order)	Definition as it relates to this policy

---

## Policy/Procedures

---

## **Communications Policy**

The communications policies outline the rules and regulations that govern the representation of the University to all internal and external audiences. These policies extend to all forms of communications, and apply across all channels and communication vehicles in which the University is being represented as an institution. The purpose of these policies is to ensure that all communication that takes place on behalf of the University is conducted in a manner that is consistent with the University's quality standards, branding and visual identity manual, editorial style guide and strategic positioning.

The Office of Advancement and Communications is responsible for ensuring compliance with the policies outlined below.

### **Scope of Policy**

All publications, electronic newsletters, webpages and promotional materials must receive approval from the Office of Advancement and Communications prior to usage in any media.

These include, but not limited to:

- Brochures, flyers, posters, banners among other publications that are used for on or off-campus events or for any other promotional purpose
- Promotional material or documents or images that are uploaded on the website
- Promotional material or documents or images that are used in social media pages
- Advertising on behalf of the University or any of its units, offices, programs, schools, departments or affiliated centers
- Any promotional materials that contain the University nameplate
- The Office of Advancement and Communications reserves the right to reject any publication, unlink any document or image from the website or report to the respective dean, director or area head, if unapproved material is used on printed or e-publications, on the website and on social media pages.

AUC's Branding and Visual Identity Manual includes official colors and fonts, regulations on images and appropriate uses of the University nameplate and visual identity. Editorial regulations can be at AUC's Editorial Style Guide.

### **Use of University Nameplate**

The University nameplate is defined as the star icon followed by The American University in Cairo and all of its derivatives. The University is the owner of the nameplate and all of the registered marks that are associated with its identity. All materials produced on behalf of the University should clearly show its nameplate in a manner consistent with its branding manual. The AUC nameplate or logo must not be used on any personal materials, including personal webpages, Facebook pages, other social media pages and as the personal avatar of any individual.

All requests to use the nameplate, logo, seal or photographs of the University in any advertising or marketing materials, press releases, movies or television programs must be directed to the Office of Advancement and Communications.

The use of the trademarked AUC nameplate, logo, identity or photographs in any form of media by any entity outside of the University is not permitted without express written permission from the Office of Advancement and Communications. The following are general guidelines:

- AUC does not endorse products or services.
- In general, the use of the University nameplate and marks are not permitted in promotional materials for commercial entities, vendors or service providers.
- Accurate statements describing the use of a particular vendor by a particular office or department may be permitted with advance permission.
- Photographs, videos or images that represent the University, and could imply an endorsement of a product or service are not permitted.

## **Creation of Separate Identity or Logo**

Logos are only permitted for schools and for some non-academic, revenue-generating centers. No office, academic department, center or unit is permitted to have a logo without the approval of the president. Any permissible logos must either be designed or approved by the Office of Advancement and Communications. Any modification to the logo should be done through the Office of Advancement and Communications.

## **Use of Images and Photography**

The University prohibits the use of stock images of people or facilities to represent its campus or students. All images used that depict students, faculty, campus life or facilities must be authentic pictures taken on campus with actual members of the AUC community. The Office of Advancement and Communications is responsible for creating and updating policies related to the use of photography, clipart and other imagery in print or online. Details and examples can be found in the Branding and Visual Identity Manual.

## **Content on University Website**

The Office of Advancement and Communications is responsible for the first-level pages of the University's institutional website ([www.aucegypt.edu](http://www.aucegypt.edu)). All other subsites and webpages are updated by the various schools, centers, departments and offices that are responsible for maintaining the content of those pages. As the custodian of the website, the Office of Advancement and Communications is responsible for the approval of content before it is updated through the content management system. As such, the advancement and communications office has the right to make editorial changes and reject content that is not in accordance with the University's Editorial Style Guide or Branding and Visual Identity Manual.

- The Office of Advancement and Communications has the right to add, change, delete or update materials on the website. All pages should be constantly updated by the AUC entity responsible for that page. In the event that content is not updated for more than one year, a notification email will be sent to the designated page administrator asking the user to ensure the content is current. In the event the page is not updated within one month of the notice, it may be removed. Non-institutional, academic websites or web-based applications (e.g. websites for conferences, academic journals, personal faculty websites, database applications) are not administered or monitored by the advancement

and communications office. Such sites are administered through University Academic Computing Technologies unit.

- New institutional websites must be created through the Office of Advancement and Communications, which will choose the location of the newly-created site, in accordance with the website map and will assign the appropriate URL.
- The Office of Advancement and Communications is responsible for rejecting or removing, from any websites or webpages, any information or materials that are outdated, erroneous or misleading, illegal, unethical or detrimental to the mission and operations of AUC.
- The Office of Advancement and Communications reserves the right to refuse to offer a link to an external website on an official webpage or to remove a link without notice, if it is not consistent with the University's values or educational and research mission.
- The AUC website contains links that allow visitors to access other websites that are not controlled by AUC. Such links are provided as a convenience and do not imply endorsement by the University. AUC assumes no responsibility or liability for any material on these links, and expressly disclaims any responsibility for the contents of any linked site.
- Short-term redirects needed for any purpose, should be agreed upon with the Office of Advancement Communications and should be defined by a time limit, after which the redirect is canceled.
- Subdomains (xxxx.aucegypt.edu) are not allowed without the approval of the Office of Advancement and Communications.

---

## **Forms/Instructions**

---

Communications Services Form

<http://schools.aucegypt.edu/offices/Communications/Stationery/Pages/Stationery.aspx>

Printing Policy

Print-shop Policy

Social Media Compliance Policy

---

## **Related Information**

---

<http://in.aucegypt.edu/services/office-advancement-and-communications-services>

---

## **Appendices**

---

---

## **History/Revision Dates**

---

Origination Date:

Last Amended Date: January 26, 2017

Next Review Date: *Month, Day, Year*