



## **UWG PROCEDURE 10.2.1, Brand Identity**

**Authority:** UWG POLICY 10.2 (University Communications)

A unified, unique and strong visual identity is a critical element of an organization's image. Branding elements, including logos and standard colors and typography, establish a distinctive visual presence for the institution while projecting a professional image that enhances UWG's reputation nationally and globally.

This procedure applies to all University of West Georgia faculty, staff and students.

The Vice President of University Advancement, pursuant to the authority of UWG Policy 10.2, establishes the following procedures for Brand Identity:

### **A. Definitions**

1. **Externally-facing** – intended to be viewed by anyone other than UWG's current students, faculty, and staff.
2. **Licensing & Merchandising** – department within Auxiliary Services responsible for managing outside vendors in regards to licensing and merchandising contracts, new vendor registration, process renewals, and fee collections.
3. **Publications & Printing (P & P)** - UWG's on-campus print and copy shop.
4. **University Communications & Marketing (UCM)** - UWG's full-service marketing, communications and design center.
5. **University Marks** – the set of unique logos, names, words and design marks used by the university to represent its identity and brand. Marks may or may not be registered for trademark protection with the United States Patent and Trademark Office (USPTO). All such marks are owned by the Board of Regents, which grants unlimited reasonable use to UWG.

### **B. Procedures**

UCM shall maintain, on its website, a current, detailed version of the Brand Identity Guidelines. Please consult these documents for the procedures to be followed.

### **C. Retired Marks**

The university has registered many marks, including marks such as the seals and wordmarks for West Georgia College, State University of West Georgia, etc. As of March 1, 2015, no retired marks may be used on any print or electronic piece, including electronic signatures, or on any signage, merchandise or promotional items without the prior approval of UCM. A list of retired marks can be found in the Brand Identity Guidelines on the UCM website.

**D. Use of Contractors/Consultants**


Any and all contractors and consultants engaged in marketing and promoting the university or any of its units must be approved in advance by UCM prior to outsourcing a project or entering into a vendor agreement. UCM will work with the UWG purchasing department to create a list of preferred vendors.

**E. Forms**

1. [Design Request Form](#) – Complete this online application to request a design for marketing materials are needed for Externally-facing projects or events. (Faculty, Staff, and Registered Student Organizations)
2. [Publicity Request Form](#) – Complete this online application when marketing services are needed for an Externally-facing project or event. (Faculty, Staff, and Registered Student Organizations)
3. [Location Agreement Form](#) – Non-UWG parties should complete this online application to obtain permission to film or photograph on UWG’s campus. See Appendix A for a sample agreement that will be completed upon approval from UCM and University Advancement (Non-UWG parties). Note that location agreement terms and conditions vary by request.
4. [Marquee Request Form](#) – Complete this online application when seeking to place a message on the UWG Marquee, located in front of the Coliseum on West Georgia Drive. (Faculty, Staff, and Registered Student Organizations)

**Issued by the Vice President of University Advancement, the 24 day of June, 2016.**

  
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Signature, Vice President of University Advancement

Reviewed by President:   
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Previous version dated: N/A