

Procedures:	Visual Identity
Associated Policy:	Visual Identity – UR 1.0
Procedure Holder:	University and External Relations
Original Date:	February 2005
Last Revised:	November 2019
Next Review:	November 2024

1. Purpose and Background

See Policy document.

2. Guiding Principles

None.

3. Definitions

See Policy document.

4. Procedures

4.01 Standards

This section applies to all print and digital collateral intended for the public, as well as all Yukon University (YukonU) branded items – vehicles, promotional items, swag, gift and bookstore items, branded (items with a logo) items for staff, etc.

All Yukon University promotional materials, advertisements, website, flyers, brochures, booklets, posters, video, social media content, photography, as well as branded items, etc. produced in-house or contracted will adhere to the following standards:

Logo: Yukon University recognizes that there is one logo which represents the institution, inclusive of all centres, institutes, departments, the foundation, and any unit that is a part of Yukon University in any location.

Partner logos can be accommodated beside the Yukon University logo, where approved by the executive director, University and External Relations. The logo and any subsidiary logos

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will be used according to pre-approved standards published in the Brand Guidelines document, available from University and External Relations.

Wordmark: The wordmark, will be used sparingly and according to standards published in the Brand Guidelines document, available from University and External Relations.

Taglines: With the introduction of the Yukon University brand, there are no established taglines. To use a temporary tagline, approval is required from the marketing manager or executive director of University and External Relations.

Font: See Yukon University Brand Guidelines for Yukon University fonts.

Photos: Stock photography is available from University and External Relations for any print or digital materials that promote Yukon University programs or services. Professional photography will be credited for each use, as per photographer guidelines. Non-professional photography is not required to be credited, when taken by employees of Yukon University for the institution's use, during work hours.

Any use of graphics will be in accordance with the Yukon University Brand Guidelines.

Videos: All Yukon University videos will require the involvement of the marketing manager or designate.

4.02 Promotional Materials - Print, Digital, Branded items

All program and service promotional material will meet the standards set out in the Yukon University Brand Guidelines, available from University and External Relations.

University and External Relations manages the development of most externally focused publications, certain types of ads (generally those that are overarching), program and other videos, and stock photography, to ensure a consistent visual identity. When in doubt, contact the Marketing Department.

Program areas are encouraged to manage the development of program brochures within their departments, using the approved template(s) and credited stock professional photography available through University and External Relations.

On all other materials intended for the public, where a template has not been used, University and External Relations is required to approve design and its compliance to Yukon University's brand. Finance will not approve payment without an attached approval email from University and External Relations – either the executive director, the marketing manager, or a marketing coordinator.

All designs created internally, externally, or through a casual hire, require University and External Relations approval as well – either the executive director, marketing manager, or marketing coordinator – in order to ensure that they are an accurate reflection of the YukonU brand. External printers will not process print jobs without an attached approval email from one of the above-listed individuals.

4.03 Advertising

Guidelines for placing advertisements can be found on the University and External Relations MyYukonU page – see Yukon University Print Ad Guidelines and Newspaper Advertising Information document.

Only Yukon News and Whitehorse Star print ads do not require prior approval for University and External Relations before placing.

4.04 New Photographs and Videos

All contracted photography and videography must adhere to the digital requirements outlined in the Yukon University Brand Guidelines. Photo shoots and videos can be arranged by first working with University and External Relations to define what's being requested.

University and External Relations' Marketing personnel will provide wording for a Low Value Contract or support in defining terms for a tender. This ensures you will get exactly what you are requesting. In many cases, University and External Relations can manage the shoot for you as well.

For University and External Relations funded annual stock photo shoots or video footage, departments are encouraged to provide suggested 'shot lists' to University and External Relations that will help inform and direct subject, activity and location selection. (see 4.02 for use of current stock photography and B-roll video footage)

4.05 Stationery

All University stationery will be designed and approved by University and External Relations. University stationery includes such items as letterhead, envelopes, business cards, invitation cards, thank you cards, printed folders, etc., some of which can be ordered through Yukon University Stores.

Print files for University stationery are available for download on the University and External Relations MyYukonU page.

Business card order forms can be found on the MyYukonU forms page. The process for ordering business cards can be found in AF-03: Procurement and Contracting policy.

4.06 Signage

All permanent signage for Yukon University, both indoor and outdoor, must use pre-approved templates or have design approval by University and External Relations before being produced. Student and Infrastructure Support manages all signage requests.

4.07 Department and Facility name changes

University departments requesting name changes to their department/centre/institute or the like are requested to submit a *Department Name Change or New Name request*, following consultation with the executive director, University and External Relations.

4.08 Clothes, Giftware, Branded Yukon University Items

University departments needing branded items (items with a logo) are required to purchase them from or through the Yukon University Bookstore, unless approved otherwise by the executive director, University and External Relations. University departments will be provided a discount on purchases through the Bookstore (cost plus, as determined by the nature of the item).

All giftware and promotional items are expected to include a Yukon University logo.

Yukon University employees who present an employee card will be provided a 10% discount on personal Bookstore items.

4.09 Email and Profile

Instructions for creating a University-approved automated email signature are available on the University and External Relations MyYukonU page.

A staff account is created by Human Resource Services for each permanent and term employee when they are hired, which includes the employee's name, title, and contact information. Staff profiles are available for public viewing and employees are encouraged to update their profile to showcase the University's talent and expertise. Instructions for updating and maintaining a staff profile are available on the University and External Relations MyYukonU page.

4.10 Yukon University Website

The Yukon University website is an important medium for communicating with the public and has become the University's most prominent marketing platform. University and External Relations manages a coordinated approach to web development and updates.

Development

An annual plan is developed each spring and ratified by the Senior Executive Committee. Projects included in the website development plan are informed by data, insights and service requirements to serve and support future and current student needs. University and External Relations reserves the right to prioritize website development projects based on content readiness and urgency.

Students, staff, faculty, and other members of the University community are encouraged to bring forward new website development requests for their area by contacting the marketing manager, University and External Relations.

Updates

Yukon University uses a content management system (CMS) and updates are managed by both University and External Relations and individual departments. Updates to University and External Relations managed website content can be requested by submitting a help desk ticket for website content.

School Chairs are ultimately responsible for ensuring that program and course information is correct. Due to the importance of this information, this *responsibility* cannot be delegated.

4.11 Social Media

Yukon University encourages the use of social media to promote student success and to advance the University's mission and strategic goals. The University will make every effort to establish and maintain excellence and accountability in the use of social media sites. See *Social Media Guidelines*.

An employee engaged in the role of contributing to social media discussions on behalf of the University is considered a University spokesperson and as such, will be careful to ensure all communications meet high standards of content and presentation.

Campuses outside of are asked to contact University and External Relations for assistance with naming and setting up a social media page.

4.12 Sponsorship

From time to time the University (through a specific department) may choose to sponsor a University team for a specific event, or to pay for sponsorship of an event, or other similar types of sponsorship. Any sponsorship must be accompanied by Yukon University branding – Yukon University logo, name of team, etc. – and such branding must be discussed with the executive director, marketing manager, or marketing coordinator of University and External Relations.

5. Problem Solving

Any questions arising out of the content or communication of this policy or disputes arising from a decision made as a result of applying this policy should be first reported to the executive director, University and External Relations, who will endeavor to find a resolution with all stakeholders. Failing such a resolution, the matter should be reported to the president.

6. Exceptions to the Procedures

None.

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7. Problem Solving

Any questions or concerns arising out of the intent, content, implementation, or application of this policy should be reported to the office of the Vice President, Academic and Student Services.

Where a concern or dispute arises from a decision made as a result of enforcing this policy, the office of the Vice President, Academic and Student Services should be notified as soon as possible after the decision has been made. In such cases the Vice President, Academic and Student Services will advise the concerned individual(s) of the appropriate appeal process to follow under the circumstances.

8. Forms

None.

9. Appendices

None.

10. Document History

Include all updates here, including housekeeping changes, beginning with formal approval.

<i>Date</i>	<i>Update</i>
August 2019	Approved by Yukon College President.