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Policy Name:

19.8040 Brand and Visual Identity Standards

Purpose and Scope

This policy defines Brand and Visual Identity Standards for Alvernia University (“AU”). The policy is intended to provide clear guidelines on producing publications for internal or external audiences. This policy:

- Defines Brand, Visual Identity and Style.
- Identifies where to find the Brand and Visual Identity Manual.

This policy applies to all internal and external members of the Alvernia community.

Responsibilities

Title or Role	Definition and What They are Responsible For
Director of Creative Services	Maintains and enforces this policy. Receives exceptions to the policy.
Senior Vice President of Enrollment Management and Student Affairs	Maintains and enforces this policy.
Senior Leadership Team	Serves as final approval for policy and assists with reviewing exceptions to the policy.

Policy

Through the execution of strategic, creative and collaborative initiatives, the Alvernia University Office of Marketing and Communications advances the university’s mission through the curation, stewardship and elevation of the Alvernia brand. With advancements in desktop and online graphic design more persons throughout the University community are creating documents, graphics, presentations, apparel and other printed and digital materials for internal and external audiences. This creates a challenge for the campus community to present the University with a consistent brand identity that includes branded messaging and visual identity standards for one voice and one look. Consistent brand identity will allow audiences to recognize and associate certain messages, programs, activities, and services with the University.

Definitions:

Brand: A brand is an intangible marketing or business concept that helps people identify a company, product, or individual. Brands are intangible, which means you can't actually touch or see them. As such, they help shape people's perceptions of organizations and their products or services. The Alvernia University brand is a compelling narrative of identity, intellectual growth, ethical leadership, real-world learning and community engagement. Built upon a strong and enduring vision and mission, the brand is simply who we are at the core. The Alvernia brand is communicated through the continuous and life-changing stories shared through endless venues, illustrating how we “lead the pack” on campus, in the community and in the region.

Visual Identity. Visual identity involves the use of typefaces, logos and colors to create a specific image for the University. Visual identity is a powerful component of an organization’s brand. It is a symbol of who we are and what we represent. A well-defined visual identity generates memorability, distinction from competitors, a representation of strength,

stability, quality, and institutional longevity. It establishes and builds a standard and recognizable image for all messages—printed and electronic—which led to a strong name recognition for Alvernia University.

Style. Style refers to the way we present ourselves, be it in a magazine, a newspaper ad, brochure or web site. These guidelines define our grammar and standardize the use of terminology associated with the University, and our materials become more readable and appealing to our target audiences.

Any persons producing publications for internal or external audiences must obtain and use the *Brand and Visual Identity Manual* produced by the Office of Marketing and Communications that is available on the Office of Marketing and Communications MyAlvernia page or by contacting the Director of Creative Services. This manual does not apply to classroom presentations and is not meant to infringe upon academic freedom.

Approved versions of this policy will be posted on the AU Portal.

Exceptions to Policy

Exceptions to this policy must be requested in writing by filling out the Policy Exception form (linked below) and submitting to the individual named in the Responsibilities section who assists with reviewing exceptions to this policy.

Policy Review

The Office of Marketing and Communications policies should be reviewed on a 5-year cycle and updated when institutional needs or goals change.

References and Related Policies

This section contains any other policies, 3rd party standards, or guidelines referenced by this policy.

References

N/A

Related Policies

N/A

Exhibits

This section contains any forms or exhibits referenced by this policy.

- [Policy and Procedure Exception Form](#)

Document Review Log

Date Reviewed	Description of Changes
10/24/2024	Updated by Marketing and Communications
11/06/2024	SLT Approved