



**UWI**

# Brand Identity Guidelines

Updated: September 2016



# Supporting The UWI Brand Identity



Our beloved UWI was not built to serve itself; rather it was built and sustained in order to serve the people of the Caribbean. However, if we believe that we have a vital role to play in the Caribbean region's growth and development, then our image must be managed to communicate this mission.

In this galloping global age, our UWI must more than ever function and operate as one, not four separate universities, but one indivisible academy.

As we continue to expand and grow, the management of our image will continue to be a key responsibility. Currently, we are in the process of putting The University back together as one entity - a task which places considerable significance on branding and image management.

In this regard, I support my predecessor and the Marketing and Communications teams that prepared these brand guidelines. We must appreciate the importance of aggressively guarding our image and reputation, by firstly establishing a distinct, cohesive visual identity.

Any publications, stationery or other items which bear The UWI's name and its coat of arms, must consistently reinforce our desired image of excellence, relevance, high academic standards and unity as a Caribbean institution.

If we are to maintain our influential place as the leaders in the Caribbean higher education market, The UWI must tell its story clearly, consistently and effectively. We must promote a positive image to our target audiences, stakeholders and the general public. The success of this effort depends on our willingness to take the time to adhere to these guidelines.

These standards and guidelines have been carefully considered and approved by University committees. We believe that they are flexible enough, yet straightforward and easy to understand. If you are unsure about any of the guidelines, please clarify your concerns with the Marketing and Communications offices. We also welcome your suggestions for further improvements. We hope that this manual will help to reduce confusion, while maintaining a clear and consistent brand identity across our University. This, however, can only be achieved if each of us takes a vested interest in doing so and I look forward to your support.

*Sincerely,*

A handwritten signature in black ink, appearing to read 'H. Beckles'.

**Professor Sir Hilary Beckles**  
*Vice-Chancellor*

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# Our Brand

Our brand is more than our name, our logo, our products and services. Our brand is our attitude, our way of doing things, of behaving, of communicating. It is a consistent expression of who we are both visually and verbally.

# Our Mission

To advance education and create knowledge through excellence in teaching, research, innovation, public service, intellectual leadership and outreach in order to support the inclusive (social, economic, political, cultural, environmental) development of the Caribbean region and beyond.

## *What does it mean?*

To advance education: Provide opportunities to the population of the region and beyond for higher education that fosters creative activity and notions of shared community, enhanced social and interpersonal relations, and critical and creative thinking skills.

To create knowledge: Engage in research that serves to: (i) create significant new insights, (ii) explore and apply solutions to priority national and regional problems and challenges, (iii) exploit developmental potential and competitive advantages, (iv) position self and society in a changing world order, and (v) provide a sound basis for public policy formulation and decision making.

To support inclusive development of the Caribbean region and beyond: Maintain a capacity to supply and support a wide range of expert technical, professional and advisory services to meet the needs of national governments, public and private sectors, and regional and international institutions, and to involve all stakeholders in the process; and be a significant contributor to global intellectual growth and human development by producing scholarship that harnesses the creative energies, cultural diversity, social experiences, biodiversity and other assets of the region and beyond.



Source: STRIDE - The University of the West Indies Strategic Plan 2012-2017 <http://www.uwi.edu/Files/PlanningOffice/StrategicPlan/STRIDE.pdf>



# Our Vision

By 2017, the University will be globally recognised as a regionally integrated, innovative, internationally competitive university, deeply rooted in all aspects of Caribbean development and committed to serving the diverse people of the region and beyond.

## *What does it mean?*

**Globally recognised:** A university acknowledged by its peers in the global higher education community as a leading contributor in research, teaching and learning, and knowledge creation on Caribbean, small state and developing country issues. Its global reach ensures partnerships and mutually beneficial relationships with international scholars; other universities, governments and institutions; international agencies; and public and private sectors worldwide.

**Regionally integrated:** The UWI is one of two regional universities in the world, with campuses and centres in sixteen English-speaking Caribbean countries. The University is dedicated to providing the highest possible quality of education and research while addressing the changing circumstances and needs of the Caribbean region. As a model for regional cooperation, the UWI remains responsive to regional and global developments. The UWI is recognised as a fully integrated regional university offering and promoting student mobility, credit transfer and the recognition of qualifications to all regional and international students. It sees the whole university as being more effective than the sum of the parts (Campuses).

**Innovative:** Creation of new knowledge and the ability to adapt the University's mission to changing environmental conditions and to be prepared to reinvent curricula to better prepare students to succeed in a global economy, as well as keeping pace with rapidly evolving technologies to ensure sustainability. Innovation also includes the products of research for commercialisation and market readiness while at the same time assisting in the resolution of the development challenges of the region.

**Internationally competitive:** A university that is aligned with international benchmarking and higher education industry standards in research and undergraduate and postgraduate teaching and learning, with an increased focus on educational outcomes in a knowledge-based economy to attract high-quality students and faculty.

**Deeply rooted in all aspects of Caribbean development:** A university that is responsive to regional and international needs while retaining a strong Caribbean identity and operating as a well-integrated institution working productively with all its stakeholders, and an effective agent for political, social, cultural, environmental and economic development.

## **Committed to serving the diverse people of the region and beyond:**

A university whose graduates are sought by national, regional and global employers for their knowledge, articulation and superior problem-solving and critical/creative thinking skills. By 2017, the University will be globally recognised as a regionally integrated, innovative, internationally competitive university, deeply rooted in all aspects of Caribbean development and committed to serving the diverse people of the region and beyond.



# Our Core Values

1. **Integrity**
2. **Intellectual freedom**
3. **Excellence**
4. **Civic responsibility**
5. **Accessibility**
6. **Diversity**
7. **Equity**

These seven core values serve as the philosophical underpinning for the UWI's operations and provide the foundation for moulding and integrating activities of staff, students and alumni.

## *What does it mean?*

**Integrity:** The UWI will perform in an honest, reasonable and ethical manner, which will create a culture of trust evident in all university activities and decision making.

**Intellectual Freedom:** The UWI will be a strong defender of independent thought, freedom to explore ideas and freedom of expression.

**Excellence:** The UWI will serve our internal stakeholders and public, private and business communities by delivering consistently high-quality programmes, teaching, service, outreach and scholarship.

**Civic Responsibility:** The UWI will stimulate personal and social awareness that will promote commitment to service the needs of all our stakeholders in the region while upholding democratic principles, Caribbean sovereignty, environmental security and rule of law.

**Accessibility:** The UWI will continue to serve Caribbean and other deserving students who merit entrance. Educational access will continue to be expanded to reach underserved populations in the region, through expanded outreach and distance learning activities.

**Diversity:** The UWI will build a community that fosters a climate which is open and welcoming to diverse people, ideas and perspectives; that promotes constructive discourse on the nature of diversity; and that engages faculty, staff and students in activities that promote the University's core values.

**Equity:** The UWI will be an equal opportunity employer and partner ensuring that social justice, respect and equity issues are resolved as they relate to processes and challenges associated with employment, religion, age, ability, gender, sexuality, race, ethnicity, the work environment, class and any other bases of inequality and inequity among employees and students.

# Our Brand

Our brand is more than our name, our logo, our products and services. Our brand is our attitude, our way of doing things, of behaving, of communicating. It is a consistent expression of who we are both visually and orally. Our pride in The UWI brand is based on knowing that we are meeting the needs of Caribbean people and the region.

## Our Brand Promise

Our UWI promise is embedded in our commitment to serve the Caribbean and its higher education needs with pride and excellence.

That Caribbean pride and excellence is what we want to communicate and what we want people to think of when they see our brand. This is what The UWI brand is all about.

We live The UWI promise by striving to embody the core values of our institution. But it is equally important to express the brand in all our different communications, products and services.

Our brand promise is directly linked to our mission, vision and core values.

Following the guidelines outlined in this manual is a tangible way of living The UWI promise.

## Our Brand Attributes

Our brand attributes are the words that we want our target audiences to associate with The University of the West Indies. We use these words and phrases to reinforce what we know to be true about UWI, and to help our constituents understand the essence of our brand promise. There are a few words or phrases that form the bastions of The UWI brand:

- *Proud Caribbean/West Indian Heritage/Tradition*
- *Caribbean Integration*
- *Caribbean Excellence*

# Our Creative Platform

The concept of creative consistency is what underpins the projection of the brand promise. The development of the creative platform begins with the question: “what creative elements will best communicate our brand promise?” The Creative Platform is the brand’s specific and own-able point of view — its distinctive aesthetic — giving the brand a defined look and feel and providing a bridge from promise to consistent execution. It allows for the creation of visual and editorial messages that leverage the unique benefits of UWI in a manner that appeals to our target audiences. These messages are communicated in a tone, manner, look and feel that elevates the brand promise consistently across all media.

Our creative platform consists of our:

- *Visual Identity Guidelines*
- *Creative Elements*
- *Editorial Style Guidelines*
- *Web Style Guidelines*

# Visual Identity Guidelines

An institution's logo is a precious thing since it reflects the image of the institution. When reproduced, the University's Coat of Arms and name, which reflects our image, must be of a consistent quality and character.

# Why bother with Visual Identity Guidelines?

UWI's identity is expressed in its name and Coat of Arms. Like a national flag or religious icon, these elements serve to encapsulate a sense of belonging and purpose. They also serve to represent consistent standards of quality and therefore encourage loyalty among staff, students and all who interact with the institution.

Our image must be clear. The University's Coat of Arms and name reflect our image, and must be of a consistent quality and character. The University's Coat of Arms and name must not be casually modified.

Our communication material, from our advertising to our brochures

and reports, must be of a consistent quality and character in order to accurately and honestly project how we perceive ourselves and how we wish to be perceived.

The creation of these visual identity standards is a critical part of our overall branding and image management programme. Its widespread use across the University system is expected to significantly minimize the misuse of the University's Coat of Arms, and in turn support a more consistent, positive image and public perception of The University of the West Indies.

These easy-to-use standards provide clear guidance and graphic direction

regarding the usage and application of the University's official Coat of Arms and name. It replaces any previously published official style guidelines and should be a point of reference to all those involved in the development of any material which bears the University's Coat of Arms and name. This guide has tried to be thorough, but its authors could not anticipate and address every single context in which the UWI Coat of Arms and name may be used. If you have questions related to the use of the University's Coat of Arms and name that have may not been covered in this section, please contact the University's Marketing and Communications Offices for further advice.

Every user of these standards is a custodian of UWI's visual image. The UWI visual identity standards are based on the principles of:

## **LOGO CONSISTENCY**

*Maintaining logo elements, typeface, colour, proportion, 'clear space', and size guidelines.*

## **CONSISTENCY OF APPLICATION**

*Maintaining logo placement and prominence across all communications requiring use of the UWI identity.*

## **CONSISTENCY OF QUALITY**

*Ensuring that all uses of the UWI identity communicate a consistent message of quality and excellence.*

# The Coat of Arms

The following description of the University's Coat of Arms is taken from the University Calendar:

*“Forming the main background of the shield is the sea represented by white and blue (three each) wavy lines on which is the open book; the upper part of the shield, the chief, is red with a Lion to show the connection with the Crown, but the Lion is covered with black spots. This is the Lion borne by H.R.H. Princess Alice, Countess of Athlone, appointed by the King (George VI) to be the first Chancellor, so that this appointment is recorded forever in the Arms of the University.*

*The Crest is the brown Pelican which fishes in its prehistoric fashion along the coasts of all the Caribbean lands: the pelican is a symbol of care for the young because of the medieval, but untrue, belief that it punctures its breast to feed its young on its blood. It is also used as crest by both Corpus Christi Colleges of Oxford and Cambridge.*

The Motto is

**“Oriens Ex Occidente Lux”**

*(A light rising from the West)*

According to the College of Arms, London (the British Imperial authority on heraldic devices), The University College of the West Indies was granted the following Arms on July 18, 1949:

*Barry wavy of six Argent and Azure an open Book proper bound Gules garnished OR on a Chief of the third a Lion passant guardant Erminois.*

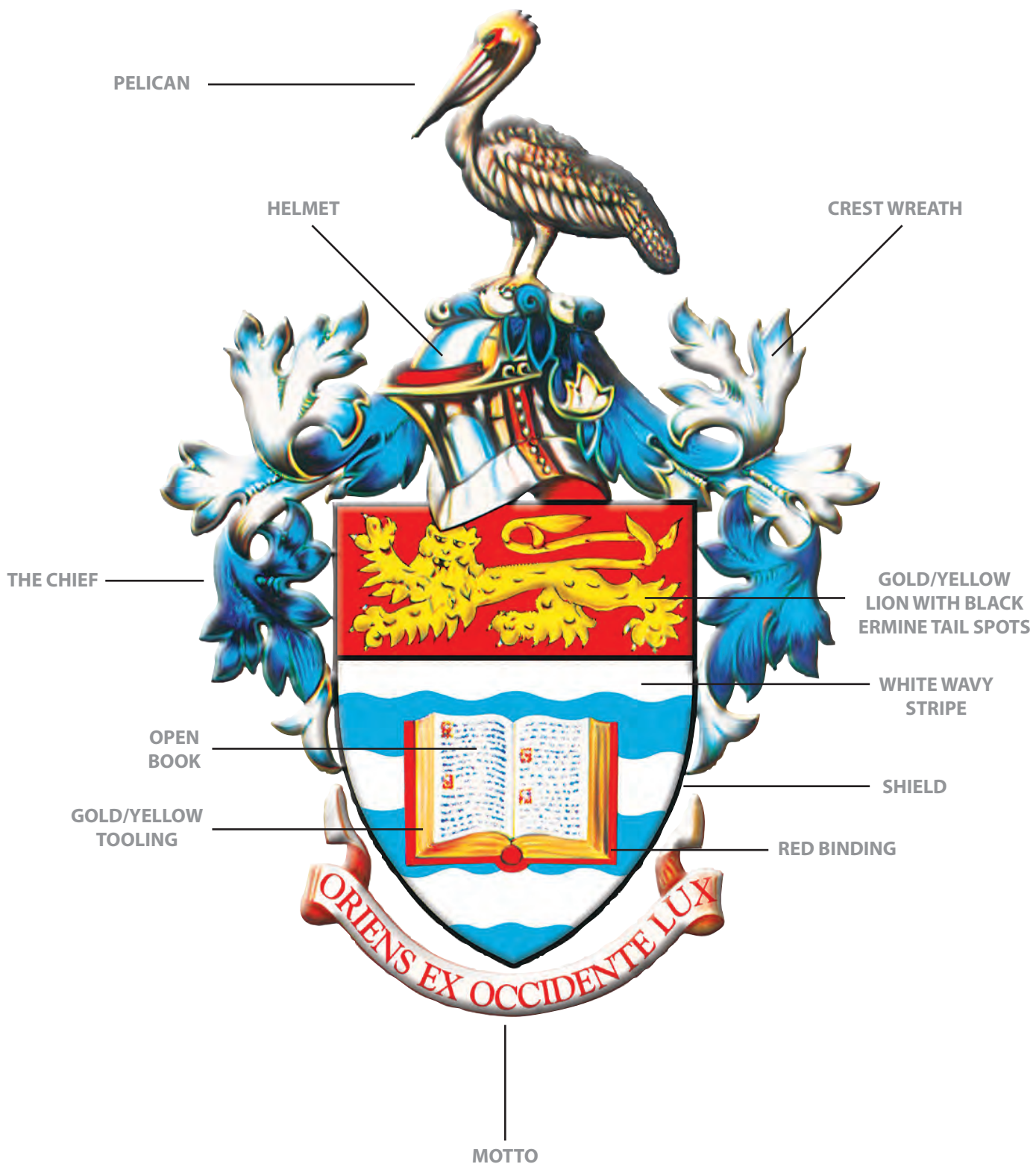
*Crest: A Pelican proper*

(Grants 111.231)

The background of the main part of the shield comprises six wavy stripes of white and blue; the open book is proper, in other words its natural colours, although its binding is red (Gules) with gold/yellow (OR) tooling; the top third (the Chief) is red and the lion is gold/yellow with black ermine tail spots all over it.

Crest: A Pelican proper. The pelican is painted as in nature. It is standing on a Crest Wreath, originally made of twisted silk to cover over the join of where the crest (made of wood or boiled leather) meets the helmet worn at a tournament. The silk is a twist of the principal colours of the shield, in this case: blue and white, starting with white.

The Coat of Arms may be used independently of The UWI wordmark only in official university communications such as diplomas and certificates. It is important to note that most institutions of higher education have their own Coat of Arms. On their own, Coats of Arms are largely indistinguishable from one another and difficult to attribute to a particular institution. Hence, it is important to use The UWI Coat of Arms as part of the official UWI identity in all possible circumstances to ensure its proper identification with the University. ***Usage of the Coat of Arms without the wordmark should be limited.***





# Logo Elements

The UWI identity consists of two elements: the Coat of Arms and the Wordmark.



The UWI Coat of Arms should not be manipulated in any way. The Coat of Arms' proportions have been carefully designed. Condensing, expanding, or skewing it damages its balance and degrades the Coat of Arms.

Efforts should be made not to duplicate any of the individual identity elements manually. Use the electronic versions of the Coat of Arms provided with this manual. The spacing between the Coat of Arms

and wordmark is fixed. (*The spacing between the two elements should not be altered*).

# The Wordmark

The Coat of Arms should always be used in a combination with the wordmark. While the abbreviation of the University name to “UWI” is permitted, it should be used only when the full University name is not necessary, such as for an internal audience or when there is high familiarity with the “UWI” identity. When “UWI” is used it must appear in the approved typeface **TRAJAN BOLD**.



**THREE LINE WORDMARK**  
(VERTICAL FORMAT)

THE UNIVERSITY  
OF THE  
WEST INDIES



**ONE LINE WORDMARK**  
(HORIZONTAL FORMAT)

THE UNIVERSITY OF THE WEST INDIES



**ONE LINE WORDMARK**  
(ABBREVIATED VERTICAL FORMAT)

**UWI**

# The Wordmark Typeface

The UWI Coat of Arms should always be used in a combination with the wordmark. The wordmark must appear in the approved typeface **TRAJAN BOLD**.

**TRAJAN BOLD**

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

# Alternate Logos

## Alternate Logos

The UWI Coat of Arms and wordmark supersedes all logos and artwork created by various faculties, departments, units and centres of the University, and ideally should be the only symbol used on the University's print materials, websites, communications and other materials. Individual faculties, schools, departments or offices **should not** create their own logo or visual identity, nor should they alter the wording, configuration or appearance of the UWI wordmark. Doing so only diminishes the University's efforts to present a coordinated and professional appearance and creates confusion in the public mind about whether an entity is part of The University of the West Indies.

## Requests for Exemptions

The UWI Coat of Arms and/or wordmark must be prominently placed on all printed materials, electronic materials and websites created by or in support of UWI entities. If there are extreme mitigating circumstances, application can be made for an exemption from this rule. Requests will be reviewed by the University and/or Campus Marketing and Communications Offices in collaboration with the Office of the University Registrar, who is the final authority. Before applying for exemption, consider these questions:

- *Can your faculty, department, centre, institute or unit use the UWI Coat of Arms/wordmark with your name? If the answer is no, you will be asked to explain how using the UWI Coat of Arms/wordmark with your name would substantially inhibit your faculty, department, unit, centre programme or group from achieving its goals.*
- *Can you use the overall graphic look (i.e. photos, design) of your marketing and communications materials to project unique identity, while still including the UWI Coat of Arms/wordmark? If the answer is no, you will be asked to explain why using the UWI Coat of Arms/wordmark will confuse stakeholders and key audiences.*

- *Is your faculty, department, centre, institute or unit funded, in whole or part, by The University of the West Indies? If yes, you will be asked to explain why the University's overall identity and position would not be diminished by a separation from the University's brand identity.*
- *Does including The University of the West Indies Coat of Arms/wordmark violate laws, contractual agreements or regulations imposed by an external agency?*
- *Does your programme involve other agencies or external interests that would not be adequately represented by the University's Coat of Arms/wordmark?*

In deciding whether to approve your exemption, authorities will consider:

- Whether your group's mission is consistent with, and a part of, the University's core mission.
- Whether your target audience(s) is/are the same as the core University's audience(s).
- Whether public perception would clearly be enhanced by your unit's separation from the University.
- Whether your dean, director or department head supports your request to use a separate identity.

To apply for an exemption from The University of the West Indies Coat of Arms and/or wordmark policy, please send written requests to:

### University Marketing & Communications Office

The University of the West Indies  
St. Augustine Campus,  
Trinidad & Tobago  
West Indies

T: (868) 662-2002 ext. 84246 / 82316

F: (868) 645-6396

E: [marketing.communications@sta.uwi.edu](mailto:marketing.communications@sta.uwi.edu)

# Campus Sub-Brands (continued)

A coordinated family of sub-brands is derived through an extension of the UWI identity.  
*Creating custom logos or identities for new sub-brands is discouraged.*

**MONA CAMPUS  
SUB-BRAND**



**UWI**

MONA CAMPUS  
JAMAICA, WEST INDIES



**THE UNIVERSITY OF THE WEST INDIES**  
MONA CAMPUS, JAMAICA, WEST INDIES



**THE UNIVERSITY  
OF THE  
WEST INDIES**  
MONA CAMPUS  
JAMAICA, WEST INDIES

**THE UNIVERSITY OF THE WEST INDIES**  
MONA CAMPUS, JAMAICA, WEST INDIES

When the country name and region are not necessary, such as for an internal audience, they can be dropped from the identity

# Campus Sub-Brands (continued)

CAVE HILL CAMPUS  
SUB-BRAND



# UWI

CAVE HILL CAMPUS  
BARBADOS, WEST INDIES



THE UNIVERSITY OF THE WEST INDIES  
CAVE HILL CAMPUS, BARBADOS, WEST INDIES



THE UNIVERSITY  
OF THE  
WEST INDIES  
CAVE HILL CAMPUS  
BARBADOS, WEST INDIES

THE UNIVERSITY OF THE WEST INDIES  
CAVE HILL CAMPUS, BARBADOS, WEST INDIES

# Campus Sub-Brands (continued)

**ST. AUGUSTINE CAMPUS  
SUB-BRAND**



# UWI

ST. AUGUSTINE CAMPUS  
TRINIDAD & TOBAGO, WEST INDIES



**THE UNIVERSITY OF THE WEST INDIES**  
ST. AUGUSTINE CAMPUS, TRINIDAD & TOBAGO, WEST INDIES



**THE UNIVERSITY  
OF THE  
WEST INDIES**  
ST. AUGUSTINE CAMPUS  
TRINIDAD & TOBAGO  
WEST INDIES

**THE UNIVERSITY OF THE WEST INDIES**  
ST. AUGUSTINE CAMPUS, TRINIDAD & TOBAGO, WEST INDIES



# Campus Sub-Brands (continued)

OPEN CAMPUS  
SUB-BRAND



# UWI

OPEN CAMPUS  
ST. LUCIA, WEST INDIES



THE UNIVERSITY OF THE WEST INDIES  
OPEN CAMPUS, ST. LUCIA, WEST INDIES



THE UNIVERSITY  
OF THE  
WEST INDIES  
OPEN CAMPUS  
ST. LUCIA, WEST INDIES

THE UNIVERSITY OF THE WEST INDIES  
OPEN CAMPUS, ST. LUCIA, WEST INDIES

# Campus Sub-Brands (continued)

**COLLABORATIVE  
SUB-BRAND**



# UWI

CAVE HILL • MONA • OPEN • ST. AUGUSTINE



## THE UNIVERSITY OF THE WEST INDIES

CAVE HILL • MONA • OPEN • ST. AUGUSTINE



THE UNIVERSITY  
OF THE  
WEST INDIES  
CAVE HILL • MONA  
OPEN • ST. AUGUSTINE

## THE UNIVERSITY OF THE WEST INDIES

CAVE HILL • MONA • OPEN • ST. AUGUSTINE

# Preferred Formats

There are preferred formats of the UWI Coat of Arms and wordmark to be used. The usage is determined on a case-by-case basis and influenced by space restrictions and other design considerations.



**VERTICAL  
VERSION**

**THE UNIVERSITY  
OF THE  
WEST INDIES**



**HORIZONTAL  
VERSION**

**THE UNIVERSITY OF THE WEST INDIES**



**THE UNIVERSITY  
OF THE  
WEST INDIES**

**HORIZONTAL  
RIGHT ALIGNED  
VERSION**

# Preferred Formats (continued)

The abbreviation of the University name to “UWI” is permitted. It should be used only when the full University name is not necessary, such as for an internal audience or when there is high familiarity with the “UWI” identity. When “UWI” is used it must appear in the approved typeface **TRAJAN BOLD**.

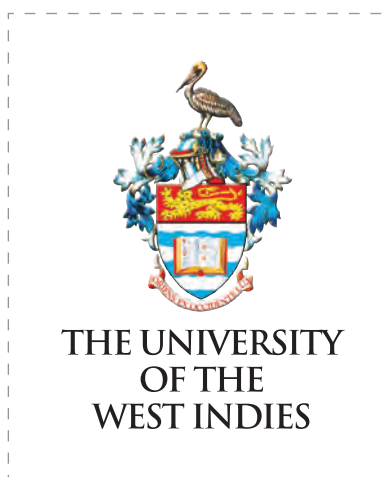


**ABBREVIATED  
VERSION**

**UWI**

# Minimum Surrounding Space

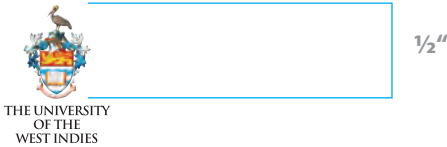
A minimum amount of open space around the UWI Coat of Arms and wordmark should always be maintained. This allows the Coat of Arms and wordmark to function effectively without competing with other visual elements. (*No other elements should impede this highlighted area.*)



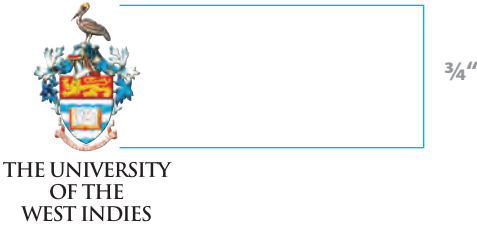
# Minimum Printable Size

The preferred minimum reproduction size for the UWI Coat of Arms is 3/4". However in certain limited and exceptional circumstances, such as calling cards, a smaller reproduction size of 1/2" is applied.

**SMALLEST  
REPRODUCTION  
SIZE LIMIT**



**PREFFERED  
MINIMUM  
REPRODUCTION  
SIZE**



# Incorrect Usage

Building a consistent visual identity for UWI requires a consistent usage pattern of the Coat of Arms and wordmark. The Coat of Arms and wordmark should never be altered or re-designed to fit a given application.



**WARPED COAT OF ARMS**



**DISPROPORTIONATE  
WORDMARK**



**INCORRECT WORDMARK  
PLACEMENT**



**INCORRECT WORDMARK  
TYPEFACE**



**DUPLICATED WORDMARKS**



**WORDMARK OMITTED**



**INCORRECT  
WORDMARK PLACEMENT**  
Wordmark should not encircle  
the Coat of Arms



**INCORRECT WORDMARK  
TYPEFACE**



**INCORRECT  
ABBREVIATED WORDMARK**  
Wordmark should not include  
punctuations



# Colour Reproduction

When using the UWI Coat of Arms and wordmark in black and white applications in publications, the official grayscale version is the preferred option. When using the UWI Coat of Arms and wordmark in full colour applications in publications, the official CMYK version is the preferred option.

## CMYK VERSION



THE UNIVERSITY OF THE WEST INDIES

## GRAYSCALE VERSION



THE UNIVERSITY OF THE WEST INDIES



THE UNIVERSITY  
OF THE  
WEST INDIES



UWI



THE UNIVERSITY  
OF THE  
WEST INDIES



UWI

The UWI Coat of Arms should never be printed in any other colours besides full colour, grayscale, black or white. If a Line Art Coat of Arms is being used, it should not appear in any other colours outside of black or white, or reversed out of a background. The word mark should also never appear in any other colour but black, white or reversed out of a background.



AVOID DIFFERENT COLOUR  
COAT OF ARMS



AVOID DIFFERENT COLOUR  
WORKMARK



AVOID REVERSED OUT  
BACKGROUND

# Colour Reproduction (continued)

When using the UWI Coat of Arms and wordmark in production of signage, screen printing jobs or on merchandise, the official vector version is the preferred option. For flexibility, vector black and white, grayscale, spot and vector full colour (CMYK) options are available.

**VECTOR  
BLACK & WHITE**



**UWI**

**VECTOR  
FULL COLOUR  
(CMYK)**



**UWI**

**VECTOR  
GRAYSCALE**



**UWI**

**VECTOR  
SPOT COLOUR  
(PANTONE)**



**UWI**



With CMYK (also called process or four-colour printing) there is the possibility that colours can vary between print houses and even between print runs, since the colour matching is based on the printer's judgments. In contrast, spot colour printing is more exacting and there is no variation in colours, since the pantones are pre-mixed specifically to the set international reference codes.

# Correct Colour Usage

In applying the UWI Coat of Arms and wordmark to various situations, it will be necessary to make case-by-case decisions regarding appropriateness of background colours. In general, a solid colour, a photograph, or a pattern with sufficient contrast to the full colour or single colour version of the Coat of Arms and wordmark serve as the broad guidelines for background selection. The selected background – whether solid colour, photo or patterned – should not be visually conflicting. Rather, it should provide sufficient contrast to allow all elements of the UWI Coat of Arms to be sufficiently recognizable. The examples below are meant to provide the necessary guidance in building consistency in the use of backgrounds and colour treatments with the UWI Coat of Arms and wordmark.



**DARK SOLID BACKGROUNDS**



**AVOID MULTICOLOUR BACKGROUNDS**



**LIGHT SOLID BACKGROUNDS**



**AVOID HEAVILY PATTERNED BACKGROUNDS**



**PICTURE BACKGROUNDS**



**AVOID PHOTO BACKGROUNDS WITHOUT SUFFICIENT CONTRASTS**

# Watermark Usage

The UWI Coat of Arms can be used as a “watermark” background image **only in certain limited instances**, for example, on invitations from the Offices of the Chancellor, Vice-Chancellor or Campus Principals only.

**THE UNIVERSITY OF THE WEST INDIES**

---

CHANCELLOR SIR GEORGE ALLEYNE

*Requests the pleasure of the company of*

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*Dress:* *RSVP: (876) 927-2406 • (876) 935-8336*

**THE UNIVERSITY OF THE WEST INDIES**

VICE CHANCELLERY, MONA, JAMAICA, WEST INDIES

---

VICE-CHANCELLOR PROFESSOR E. NIGEL HARRIS

*Requests the pleasure of the company of*

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*Dress:* *RSVP: (876) 927-2406 / (876) 935-8336*

# Stationery

Everyday communications are an important tool in building the UWI brand identity. In most instances, UWI stationery is a primary point of communication with various audiences. It is important that institutional stationery take on a consistent identity.

## **Primary Stationery Typeface**

ITC BOOKMAN is the primary UWI typeface. Consistent use of this typeface will reinforce the UWI identity.

### ITC BOOKMAN LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### ITC BOOKMAN LIGHT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

### ITC BOOKMAN BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

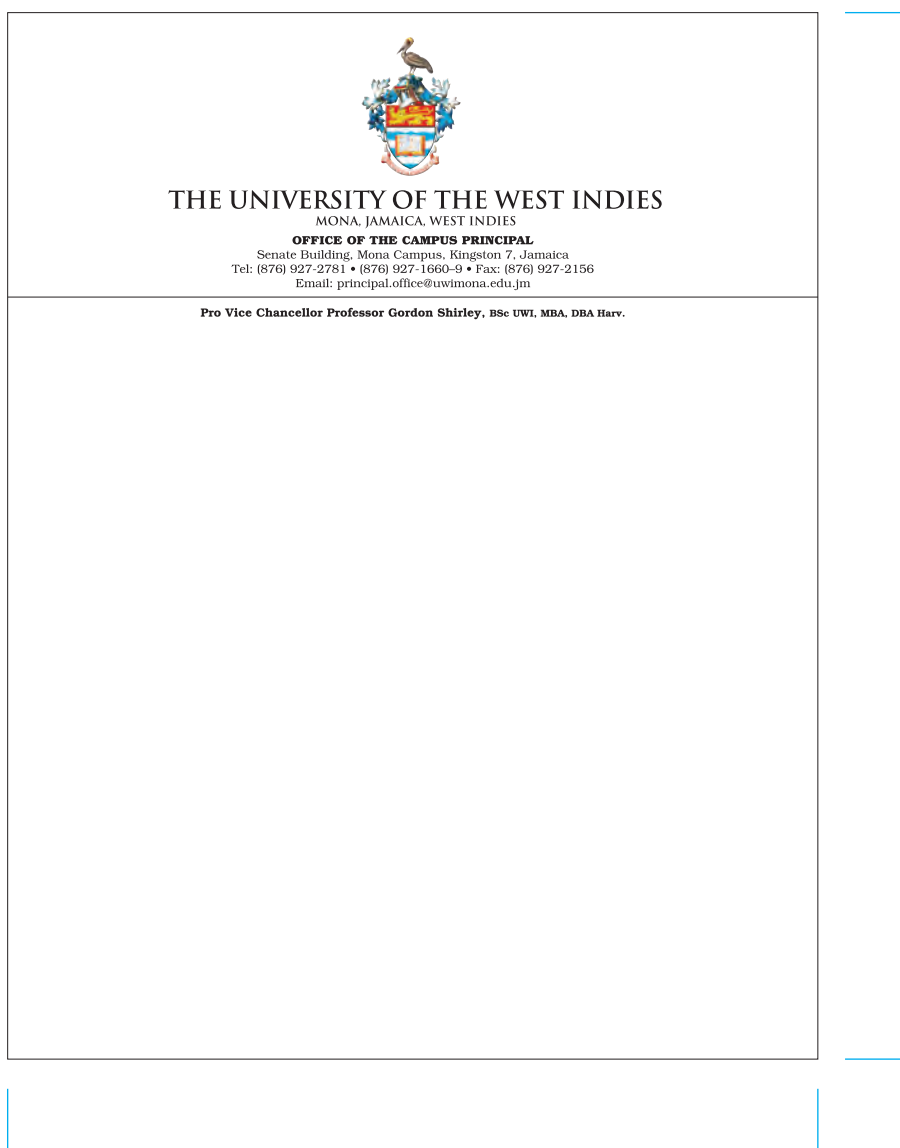
# Letterheads

**Dimensions:** 8 ½" x 11"  
(216mm x 279mm), which is a  
standard size for letterheads.

**Paper stock:** White laid or  
white bond paper

While it is strongly encouraged  
that official UWI stationery use  
the full colour version to maintain  
the strongest visual impact, it is  
acknowledged that in some cases it  
may be appropriate to use the more  
economical black and white version.

## LETTERHEAD



11"H

8 ½"W  
(NOT ACTUAL SIZE)

# Letterheads (continued)

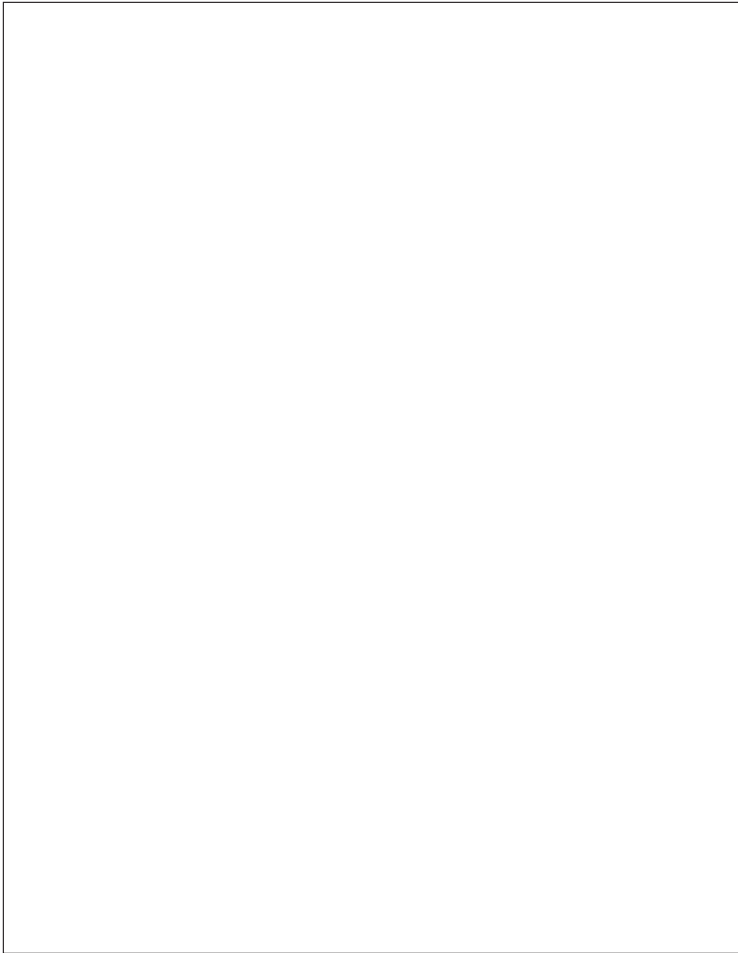
### Continuation Sheets

Continuation sheets should be plain sheets of white laid or white bond paper.

The type of paper used for the continuation sheet should match the paper used for the letterhead, i.e., a white laid continuation sheet should be used with a white laid letterhead.

There should be no type or design on continuation sheets.

### CONTINUATION SHEET



11" H

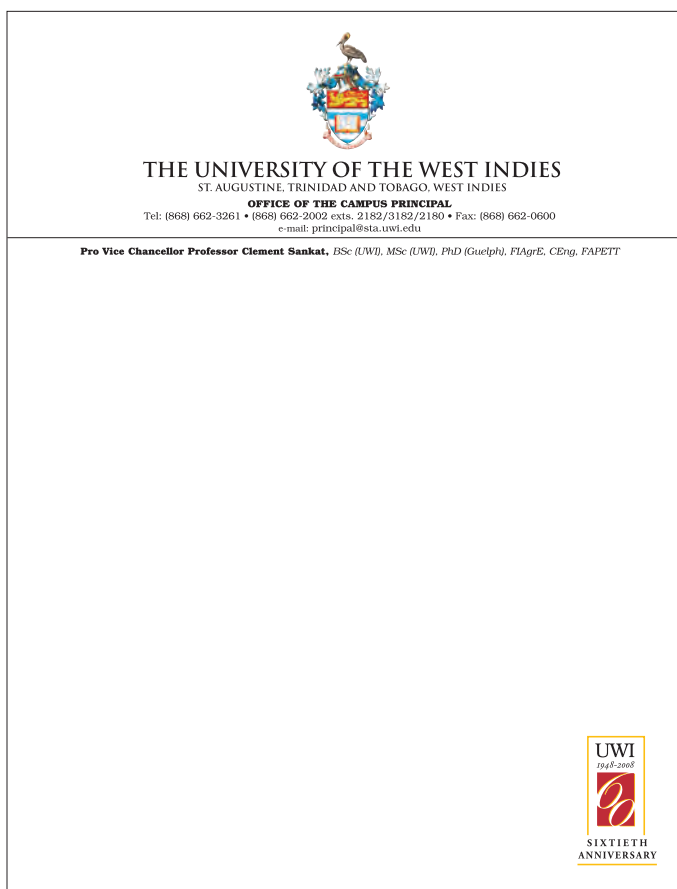
8 1/2" W  
(NOT ACTUAL SIZE)



# Letterheads: Special Cases

A strong and consistent UWI image requires that all audiences clearly recognise communication emanating from different areas of the University as coming from UWI in general. While different units may feel the need to have their own distinct identity, the University as a whole benefits from the sharing of a common and unified visual presence. Developing individual identities within the University community are discouraged in most situations.

It is, however, acknowledged that there will be special stationery cases requiring the usage of the official UWI Coat of Arms and wordmark in addition to another logo that has an established awareness and purpose among a given target audience. The example on this page serves as a guide to maintain a consistent treatment of these special cases while guaranteeing that a strong and professional University image is maintained.



(NOT ACTUAL SIZE)

# Envelopes

## Envelopes (letter-sized)

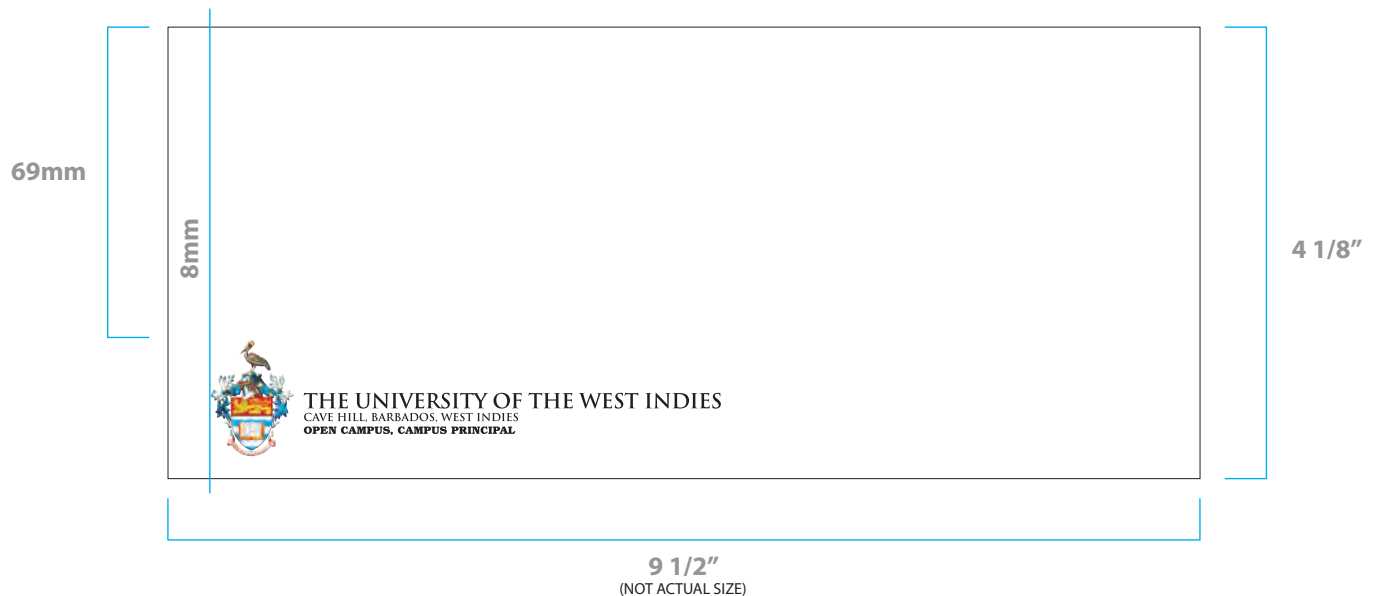
**Dimensions:** 9 1/2" x 4 1/8"  
(241mm x 105mm), which is a standard size for envelopes.

## Envelopes (other sizes)

All other printed envelopes can follow the letter-sized envelope in terms of design and layout, once the proportion of the Coat of Arms to type is maintained.

Please refer to the minimum printable size guidelines on *page 26*.

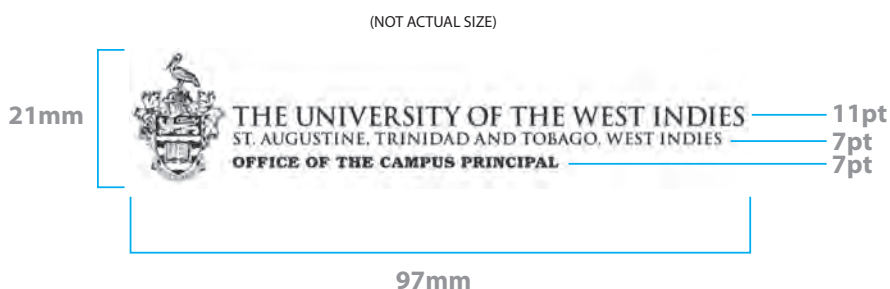
For other plain envelopes, i.e. those that are not printed with the Coat of Arms and Wordmark, the Department or Office's rubber stamp should appear in the bottom, left corner.



# Rubber Stamps

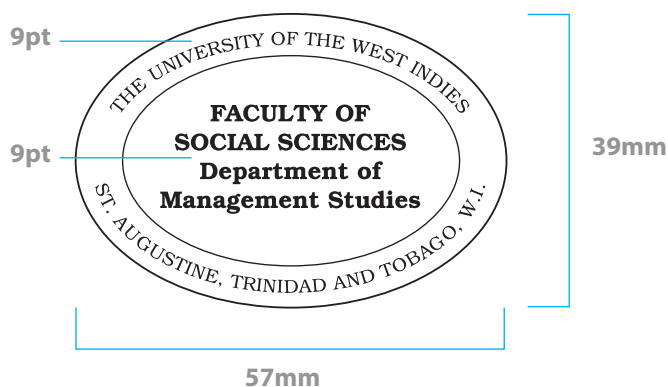
## Rubber Stamp with Coat of Arms

The UWI Coat of Arms should always be used in a combination with the wordmark. The wordmark must appear in the approved typeface **TRAJAN BOLD**. All type must appear in the approved UWI typeface **ITC BOOKMAN**.



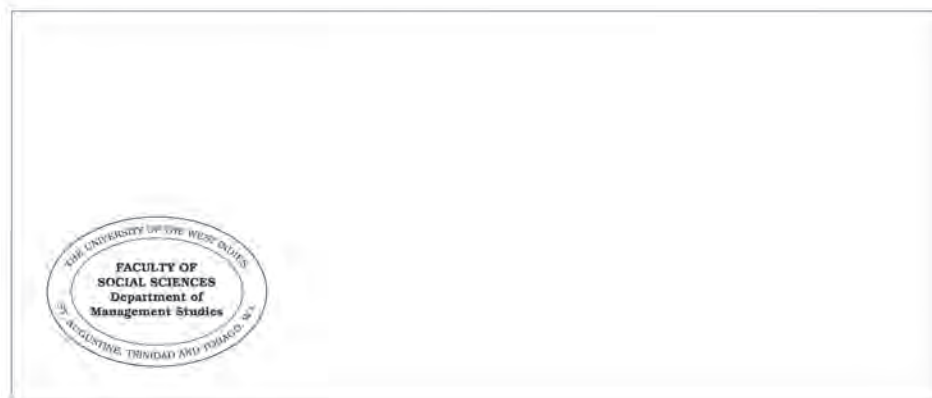
## Rubber Stamp without Coat of Arms

All type must appear in the approved UWI typeface **ITC BOOKMAN**.



## EXAMPLE OF POSITION ON ENVELOPE

(NOT ACTUAL SIZE)



# Call cards

Specifications for all official University callcards are provided in the example below.

Users are advised to strictly adhere to these guidelines.

The UWI Coat of Arms should always be used in a combination with the wordmark. The wordmark must appear in the approved typeface **TRAJAN BOLD**. All other type must appear in the approved UWI typeface **ITC BOOKMAN**.

**Dimensions:** 3 1/2" x 2 1/8" (89mm x 52mm)

**Card stock:** White card stock 300 gsm.

Allow 5mm of white space all around the card from the edge.

The diagram shows a call card layout with the following elements and specifications:

- Coat of Arms:** UWI Coat of Arms logo at the top center.
- Line 1:** **THE UNIVERSITY OF THE WEST INDIES** (10pt)
- Line 2:** ST. AUGUSTINE, TRINIDAD AND TOBAGO, WEST INDIES (5pt)
- Line 3:** **OFFICE OF THE CAMPUS PRINCIPAL** (6pt)
- Line 4:** *Pro Vice-Chancellor* (7pt)
- Line 5:** **Professor Clement K. Sankat** (10pt)
- Line 6:** *BSc (UWI), MSc (UWI), PhD (Guelph), FIAGrE, CEng, FAPETT* (5-7pt)
- Line 7:** *Campus Principal* (7pt)
- Line 8:** Tel.: (O) (868) 662-3261 • (868) 662-2002 Ext. 3182, 2182 (7pt)
- Line 9:** Fax: (868) 662-0600 • Cell (868) 740-5065 • (H) (868) 662-3307 (7pt)
- Line 10:** e-mail: principal@sta.uwi.edu (7pt)

Overall dimensions: 3 1/2" wide and 2 1/8" high.

(NOT ACTUAL SIZE)

3 1/2"

# Compliments Slips

Specifications for all official University compliments slips are provided in the example below. Users are advised to strictly adhere to these guidelines.

The UWI Coat of Arms should always be used in a combination with the wordmark. The wordmark must appear in the approved typeface **TRAJAN BOLD**. All other type must appear in the approved UWI typeface **ITC BOOKMAN**.

**Dimensions:** 5" x 4" (127mm x 102mm)

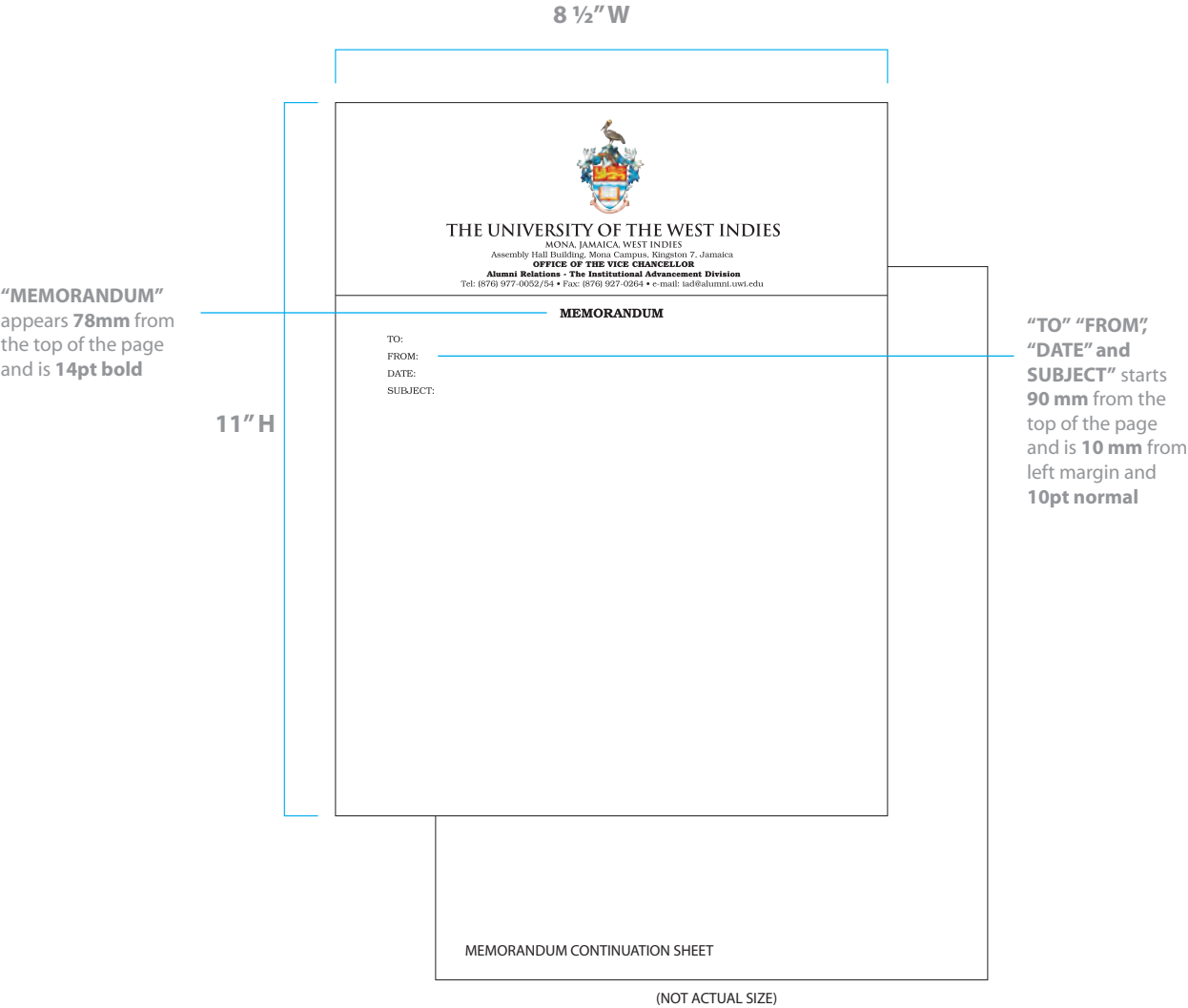
**Paper stock:** White laid or white bond paper



# Memorandum Forms

**Dimensions:** 8 ½” x 11” (216mm x 279mm)

**Paper stock:** White laid or white bond paper



### Continuation Sheets

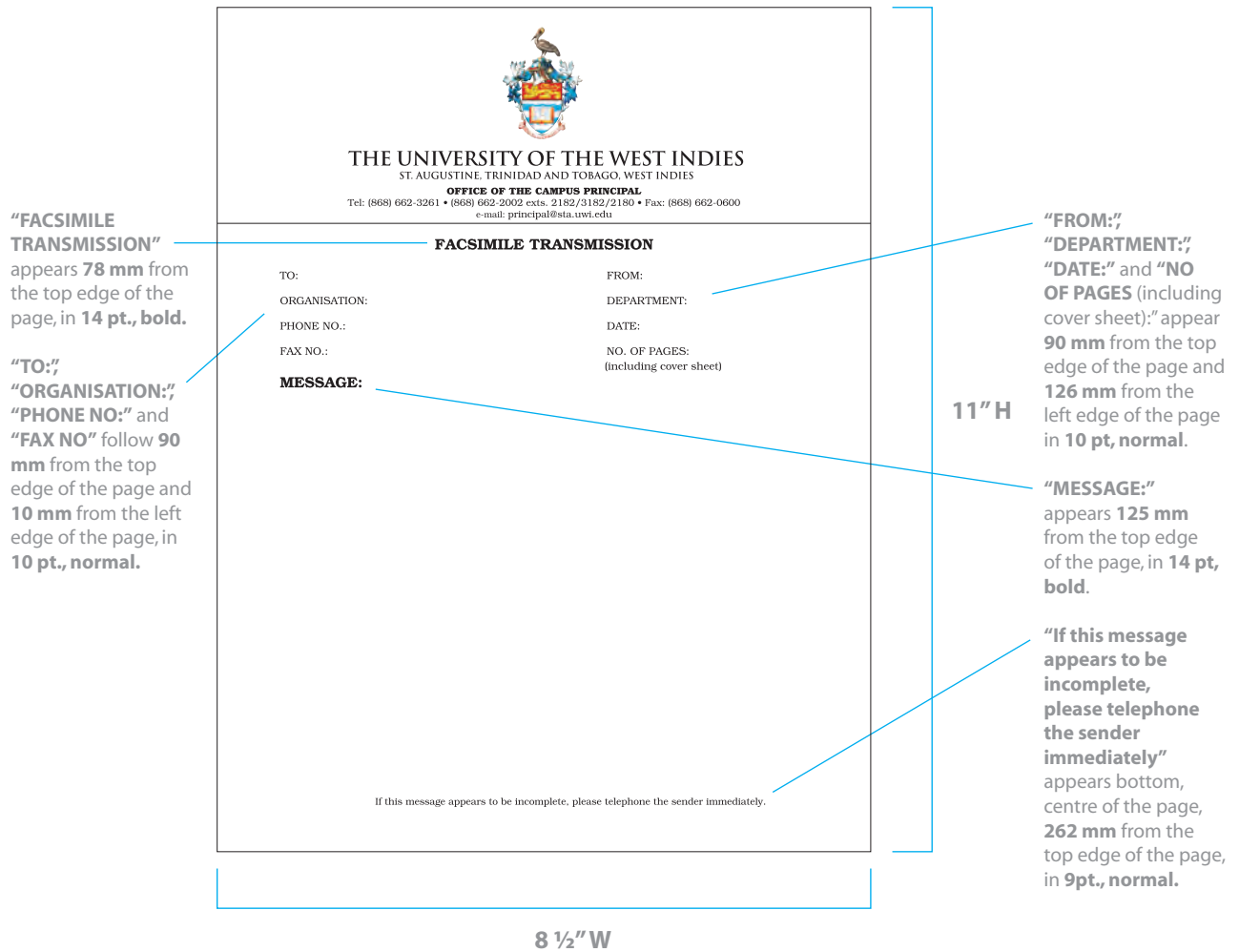
Continuation sheets should be plain sheets of white laid or white bond paper. The type of paper used for the continuation sheet should match the paper used for the memorandum, i.e. a white laid continuation sheet should be used with a white laid memorandum. There should be no type or design on continuation sheets.

# Fax Cover Page

**Dimensions:** 8 ½” x 11” (216mm x 279mm)

**Paper stock:** White bond paper

Fax cover pages have the same format as letterheads with the fax headings included as shown in the example below.



(NOT ACTUAL SIZE)


# News Releases

**Dimensions:** 8 ½" x 11" (216mm x 279mm).

**Paper stock:** White bond paper

11" H

8 ½" W



**THE UNIVERSITY OF THE WEST INDIES**  
ST. AUGUSTINE, TRINIDAD AND TOBAGO, WEST INDIES

## NEWS RELEASE

**NOTE TO EDITOR**  
Join us on Facebook: [www.facebook.com/UWISTA](http://www.facebook.com/UWISTA)  
Follow us on Twitter: [www.twitter.com/UWI\\_StAugustine](http://www.twitter.com/UWI_StAugustine)  
Download hi-res photos: [www.flickr.com/photos/theuwi/sets](http://www.flickr.com/photos/theuwi/sets)  
To subscribe to UWI news: [www.sta.uwi.edu/news/news\\_rss.asp](http://www.sta.uwi.edu/news/news_rss.asp)  
For more information please contact: **The Marketing & Communications Office 662-2002 Ext. 82013**

**ISSUED:** **FOR RELEASE: IMMEDIATELY**

**SUBJECT:** **TITLE**

ST. AUGUSTINE, Trinidad and Tobago

Aaliqutin henim ex et, quis aliquam et digniam consecte te euisl ex exeraesecte diam ad el dipsumm olorer sum zzrit, consed euglam eros nis ea consed te dolor augiate velis digniat volum duismod do dio od tet lan ea feusit, venis nosto commodo loreet prat no Consectet lore mincil ullutpat num velessim zzrit, secte ea consecte exercil landre magnim veratis alit augiat, volortis etum alismolore min heniam, sumny nostis ad duipis ad tem incin vel ipsusci te mod tat laore modiamet lamcorem eugait nonsectet nonsed duisl ipsusciplssi tate modolorper sequat, sismod tisisi bla comny nulputpat, quiscl blandit, vendre dolor sustio diat lore dolore vulla conum dunt dunt ad.


**-End-**

**NOTES TO THE EDITOR/ PHOTO CAPTIONS (WHERE APPLICABLE):**

For the latest UWI News, click <http://sta.uwi.edu/news>

**ABOUT UWI**  
Over the last six decades, The University of the West Indies (UWI) has evolved from a fledgling college in Jamaica with 33 students to a full-fledged University with over 40,000 students. Today, UWI is the largest and most longstanding higher education provider in the English-speaking Caribbean, with main campuses in Barbados, Jamaica and Trinidad and Tobago, and Centres in Anguilla, Antigua & Barbuda, The Bahamas, Belize, Bermuda, British Virgin Islands, Cayman Islands, Dominica, Grenada, Montserrat, St Christopher (St Kitts) & Nevis, St Lucia, and St Vincent & the Grenadines. UWI recently launched its Open Campus, a virtual campus with 45 physical site locations across the region, serving 16 countries in the English-speaking Caribbean. UWI is an international university with faculty and students from over 40 countries and collaborative links with over 60 universities around the world. Through its seven Faculties, UWI offers undergraduate and postgraduate degree options in Engineering, Humanities & Education, Law, Medical Sciences, Science & Technology, Food & Agriculture, and Social Sciences.

*(Please note that the proper name of the university is The University of the West Indies, inclusive of the "The", hence The UWI.)*



### Continuation Sheets

Continuation sheets should be plain sheets of white, bond paper.

NEWS RELEASE CONTINUATION SHEET  
(NOT ACTUAL SIZE)



# Invitations


The sample invitation below serves as a guide to the layout of a typical formal invitation.

The University name must always appear in the approved UWI typeface **TRAJAN BOLD**.

The font used for other information appearing on the invitation and the general graphic treatment of the invitation is left to the discretion of the Department or Office issuing the invitation.

7" H

5" W



**UWI**  
MONA CAMPUS  
JAMAICA  
WEST INDIES

*Office of the Campus Principal*

**AMBASSADOR PROFESSOR**

**GORDON SHIRLEY**

*Pro Vice-Chancellor*

*requests the pleasure of the company of*

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*RSVP: (876) 927-2781*

# E-mail and E-mail Signatures

The following are recommended guidelines for e-mail signatures for staff e-mail accounts.

Employee's full name  
(**BOLD/CAPS LOWER CASE**)

Employee's job title  
Office attached  
(**NORMAL/CAPS LOWER CASE**)

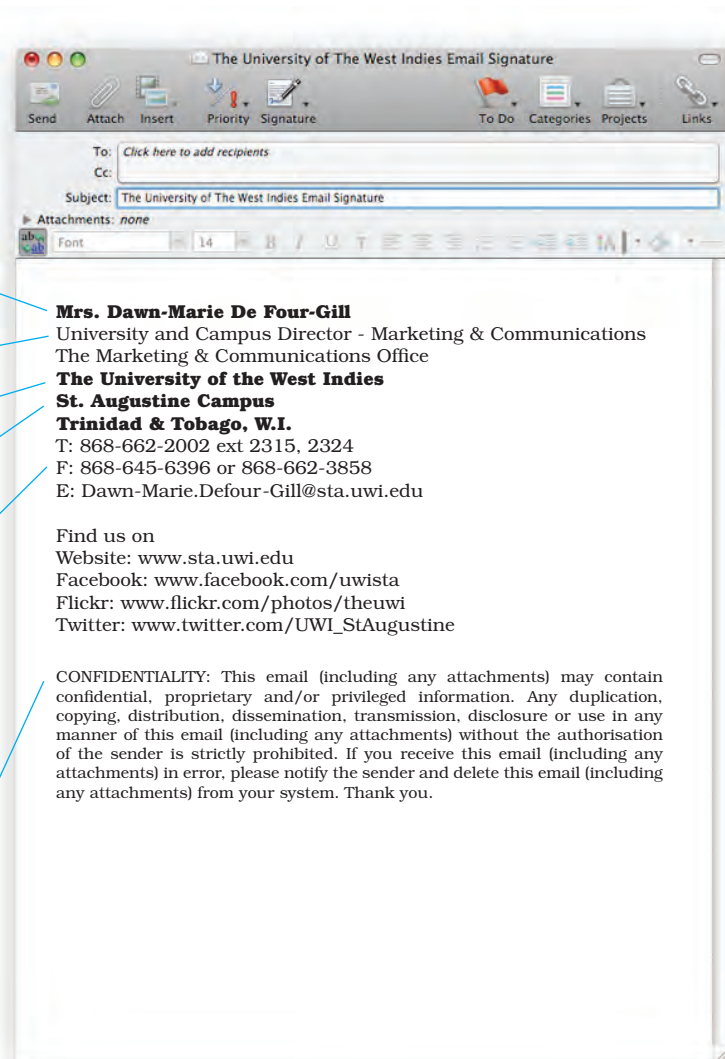
The University of the West Indies  
(**BOLD/ALL CAPS**)

Campus location  
Country, West Indies  
(**BOLD/LOWER CASE**)

T: (country code) – number  
F: (country code) – number  
E: official uwi email address  
(**NORMAL/CAPS LOWER CASE**)

Disclaimer  
CONFIDENTIALITY: This email (including any attachments) may contain confidential, proprietary and/or privileged information. Any duplication, copying, distribution, dissemination, transmission, disclosure or use in any manner of this email (including any attachments) without the authorisation of the sender is strictly prohibited. If you receive this email (including any attachments) in error, please notify the sender and delete this email (including any attachments) from your system. Thank you.

(8 pt **NORMAL/CAPS LOWER CASE**)



NOTE: It is recommended that staff refrain from the use of quotes or epigraphs in order to avoid the potential confusion of external audiences assuming a particular statement represents the University's official slogan, ideology, or brand promise.

# Trademarks and Licensing Policy

It is important that the University maintains control over the use of its trademarks and, where appropriate, achieves revenue from licensing their use. Unauthorized use of the UWI trademarks is prohibited. To pursue licensing, or to obtain advice on trademark use, contact the Legal Unit or Marketing and Communications Offices.



THE UNIVERSITY OF THE WEST INDIES

THE UNIVERSITY OF THE WEST INDIES **UWI**



THE UNIVERSITY OF THE WEST INDIES



**UWI**



THE UNIVERSITY OF THE WEST INDIES  
ST. AUGUSTINE CAMPUS



THE UNIVERSITY OF THE WEST INDIES  
ST. AUGUSTINE CAMPUS



**UWI**  
ST. AUGUSTINE CAMPUS



THE UNIVERSITY OF THE WEST INDIES  
MONA CAMPUS



THE UNIVERSITY OF THE WEST INDIES  
MONA CAMPUS



**UWI**  
MONA CAMPUS



THE UNIVERSITY OF THE WEST INDIES  
CAVE HILL CAMPUS



THE UNIVERSITY OF THE WEST INDIES  
CAVE HILL CAMPUS



**UWI**  
CAVE HILL CAMPUS



THE UWI ALUMNI ASSOCIATION

THE UNIVERSITY OF THE WEST INDIES  
ALUMNI ASSOCIATION

# Partnered Identity

From time to time the University may enter into various partnerships with other businesses and organizations, and as part of the partnership, businesses and organizations may be allowed limited usage of the UWI Coat of Arms and wordmark in promotional and communication material.

Businesses, organizations or institutions using the UWI Coat of Arms and wordmark, must abide by ALL the guidelines outlined in this manual. Special attention should however, be placed on the following:

## Appropriate prominence

When displayed in association with another logo, the UWI Coat of Arms and wordmark should be given appropriate prominence. A partner's logo should never be more prominent than the UWI Coat of Arms and wordmark. Colour, shape and boldness should be taken into account when considering the size of the UWI Coat of Arms and wordmark in relation to a partner.

## Placement

Where the UWI Coat of Arms and wordmark appear in conjunction with another logo, the preferred placement for the UWI Coat of Arms and wordmark is top, left with partnered identity or logo on the top, right. However, where there may be height or other design constraints, the UWI Coat of Arms and wordmark may adopt alternative positioning arrangements. e.g. such as where the UWI Coat of Arms appears alongside the Coat of Arms of countries. In such cases, Country Coat of Arms takes precedence. The critical factor in these circumstances is to maintain the standards regarding minimum surrounding space, as discussed on **page 25** of this manual

## Minimum Surrounding space

Minimum surrounding space requirements for the UWI Coat of Arms and wordmark must be observed, as discussed on **page 25** of this manual. No other graphic elements, such as text and images should appear in this area.

## Minimum size

While the UWI Coat of Arms and wordmark may be resized to suit varied applications, the proportions must be maintained. For legibility in print applications, it is recommended that the Coat of Arms never be reproduced smaller than ¾" in height, as discussed on **page 26** of this manual. Legibility must also be maintained for Web applications.

## Preferred colour options

Full colour CMYK and Vector versions of the UWI Coat of Arms and wordmark are available. Alternate grayscale, black & white versions, or reversed out of black or another colour are also allowed as discussed on **pages 28-30** of this manual. Please note that the UWI Coat of Arms should not be printed in any other colour(s) besides full colour, or black and white. Any deviations to this rule must be approved by University Marketing & Communications or the relevant Campus Principal, Registrar and/or Marketing and Communications Office.

**Biodiversity Conservation & Sustainable Development for the Caribbean**

THE PROJECT IS CO-FINANCED IN THE ACP-EU COOPERATION PROGRAMME IN HIGHER EDUCATION (EDULINK) A PROGRAMME OF THE ACP GROUP OF STATES, WITH THE FINANCIAL ASSISTANCE OF THE EUROPEAN UNION

# Partnered Identity (continued)

## **Logo options**

The UWI Coat of Arms and wordmark should always be used in a combination with the wordmark in the approved typeface **TRAJAN BOLD**. Usage of the Coat of Arms without the wordmark is restricted and such applications must be approved by the Office of the University Registrar or the University's Marketing & Communications Offices acting on behalf of the Office of the University Registrar.

## **Formal agreement and approvals**

Where the UWI Coat of Arms and wordmark is to appear in conjunction with another logo, it must be subject to formal agreement and approval by the Office of the University Registrar or the University's Marketing & Communications Offices acting on behalf of the Office of the University Registrar.

Variations to these guidelines can only be authorized by the Office of the University Registrar.

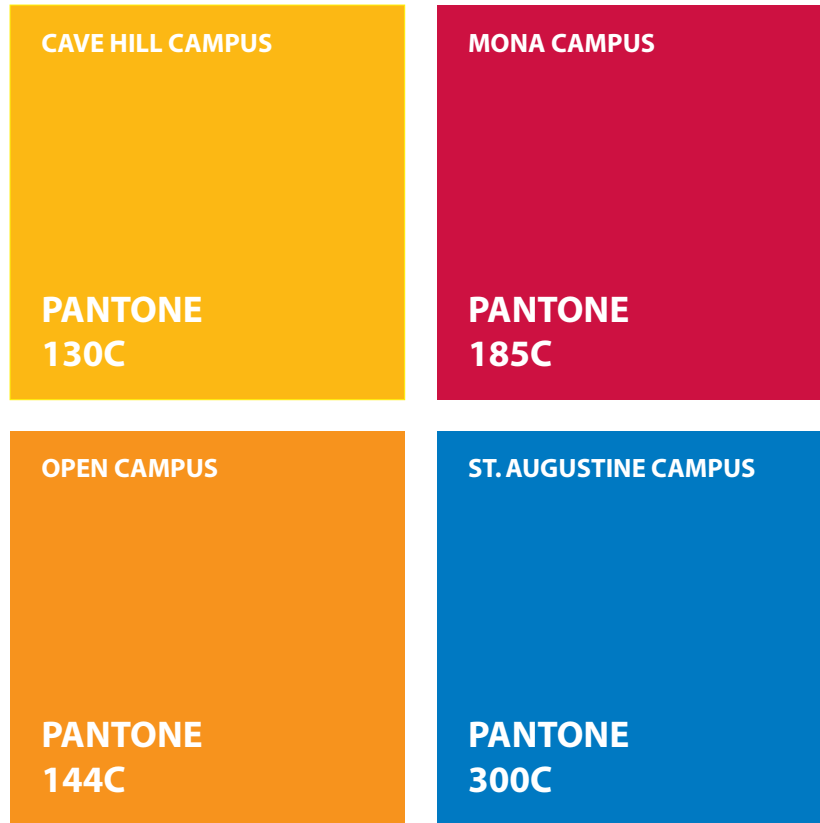
## **Size and placement of UWI logo relative to role in an event**

1. If UWI is the lead sponsor or lead organisation: its logo should have more prominence than other partners.
2. If UWI is one of two or more equal co-sponsors: the logos ought to appear at the same size and share equidistant placement.

It is recommended that the University Marketing & Communications be consulted early in process to ensure proper logo usage.

# Campus Colour Palette

These supporting colours are to be used separately or in conjunction as the official UWI colours.



# Creative Elements





# Advertising & Promotions

All advertising design and placement (newspaper, magazine, conference or event programme, radio, TV, online, billboard, etc.) should ideally be routed through the University's Marketing and Communications Offices. Doing so not only ensures consistent imagery and content, but maximizes the University's and campuses' purchasing power through contract discounts and special rates.

In some cases, advertising may be covered as a central expenditure – for instance, student recruitment and vacancy ads. In other cases, the financing of the advertisements may be the responsibility of the requesting department or office.

## **Internal Communication/Public Relations, Advertising and Promotional assistance**

The Marketing and Communications Offices are responsible for developing, creating and placing institutional advertisements. As time and workload permit, these offices can also assist with the development, creation and placement of advertisements for special events, programmes, etc. In the absence of in-house staff resources, these offices can provide a list of freelance designers who can assist departments and offices, and can work with departments and the designers collaboratively to produce appropriate materials.

In requesting Internal Communication Public Relations, Advertising and Promotional assistance, departments and offices should allow adequate lead time and keep in mind that in addition to the time needed to create the materials, submission deadlines for various media outlets range from days to months, depending on their publication cycles.

# Advertisements

The examples below serve as a guide to the preferred layout for typical University advertisements.

Given the opportunities available to promote the University through the efficient use of web and new media technologies, it is recommended that print ads be strategically worded and sized, and supported as far as possible by the web.

As the University seeks to implement cost-efficient strategies across all its operations, it is advised that all effort be made to weigh the costs and returns on investment when placing print advertisements. Driving audiences to a Web site for more information is advised over placements of expensive, full-page, full-colour advertisements.

The preferred placement for the UWI Coat of Arms and wordmark is top left or top centre. However, where there maybe height or other design constraints, the UWI Coat of Arms and wordmark may adopt alternative positioning arrangements. The critical factor in these circumstances is to maintain the standards regarding minimum surrounding space as discussed on *Page 25* of this manual.

## EMPLOYMENT OPPORTUNITY



### **SAFETY MANAGER, Office of The Campus Registrar, UWI St. Augustine Campus, Trinidad & Tobago**

The University is seeking an outstanding practitioner to become its new Safety Manager. The successful candidate will be experienced, knowledgeable and self-motivated and will have the capacity to inculcate a safety culture, informed by best industry practice, on its large and busy campus.

#### **QUALIFICATIONS & EXPERIENCE**

- A Masters degree, or significant progress towards one, is highly desirable
- A Bachelor's degree, in relevant field with exceptional experience, and recognized diploma in Occupational Health & Safety (e.g. NEBOSH) are required

#### **PARTICULAR QUALITIES**

Ability to inculcate a safety culture

#### **SPECIALIST KNOWLEDGE**

OSHA and its requirements

#### **RESPONSIBILITIES**

- Investigating occupational injuries
- Training in safety matters
- Visiting sites on a large campus, undertaking inspection and recommendation of safety practices and equipment/gear as necessary
- Advising Management on safety issues
- Servicing Safety Committees

#### **PERSONAL ATTRIBUTES**

- Excellent oral and written communication skills.
- Good management skills; persuasiveness; persistence

**APPLICATION DEADLINE DATE: FRIDAY, FEBRUARY 21, 2014**

For more information and to apply for this position visit: [www.uwi.edu/jobs](http://www.uwi.edu/jobs)

## EMPLOYMENT OPPORTUNITY



### **DIRECTOR, Institute of Gender and Development Studies, UWI Mona Campus, Jamaica**

The University is seeking a University Director of the Institute of Gender and Development Studies to be based at the Mona Campus, who will report directly to the Vice-Chancellor on the overall work of the Institute and will be responsible for:

- Providing academic and administrative leadership in relation to the mandate of the IGDS and in keeping with the main pillars of the UWI Strategic Plan (2007-2012) at both the level of the three Campus Units as well as the regional level through initiatives of the Regional Coordinating Unit (CRU);
- Liaising with the campus Units of the IGDS as well as relevant University Boards and Committees and discipline based teaching and research entities to promote the further development of interdisciplinary and multidisciplinary teaching and research activities that address the full spectrum of issues that relate to the thematic focus of the Institute;
- Identifying opportunities for collaboration with and the provision of technical and advisory services of external stakeholders at national, regional and international.

**APPLICATION DEADLINE DATE:  
FRIDAY, FEBRUARY 21, 2014**

For more information and to apply for this position visit: [www.uwi.edu/jobs](http://www.uwi.edu/jobs)

VACANCY PRESS ADS

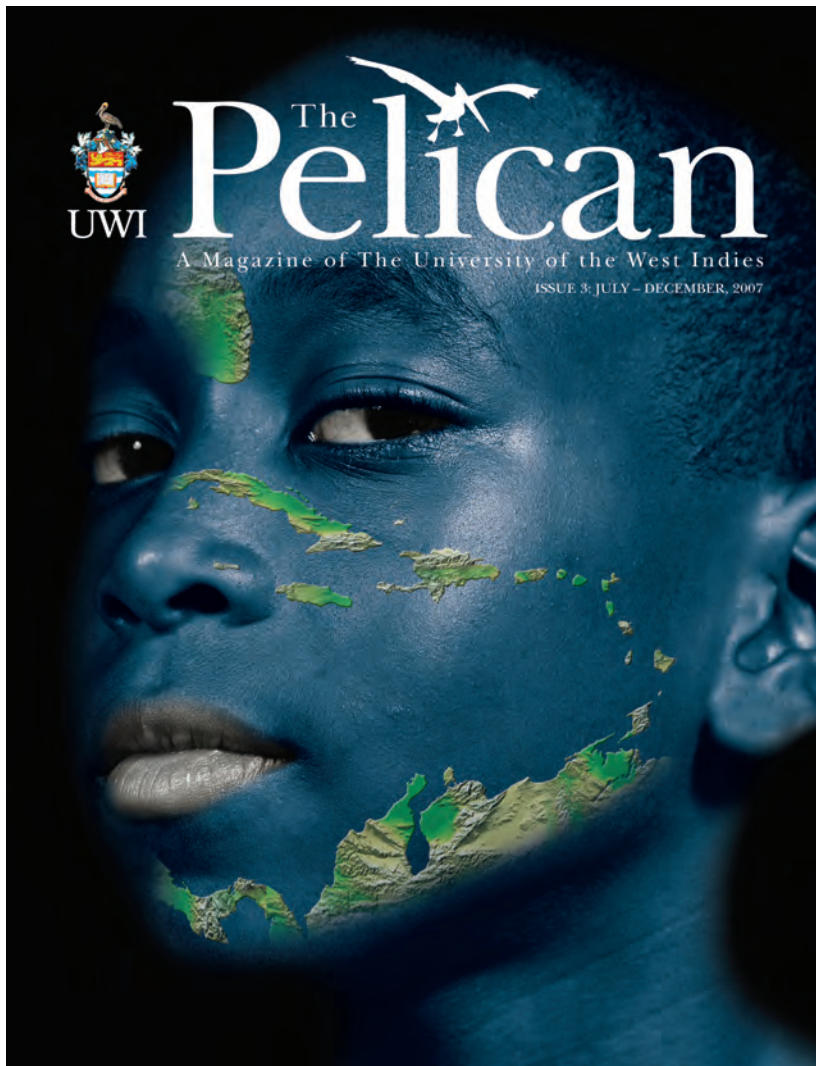
# Publications

## Newsletters and Periodicals

Newsletters, magazines and other periodicals are forms of on-going contact with various different audiences and as such, use of a consistent format that leverages the UWI visual image is an important consideration.

The example below represent acceptable newsletter formats that work to leverage these visual identity standards.

The University's Marketing & Communications offices can be consulted for advice in the development and printing publications.



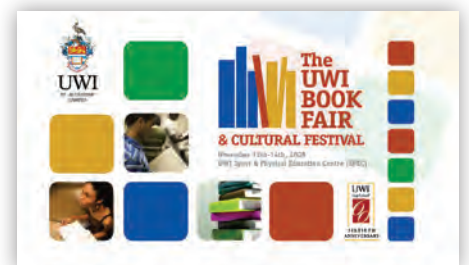
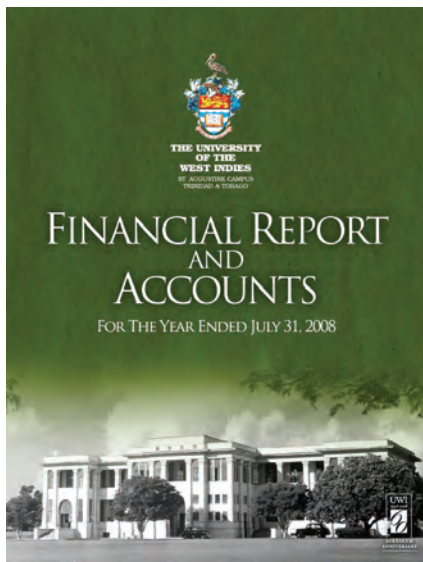
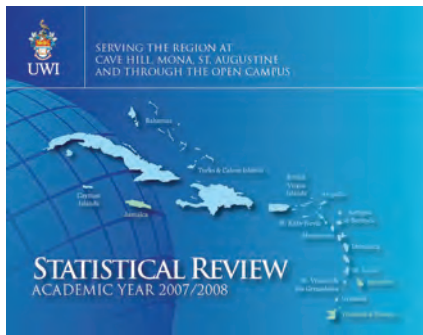
# Publications (continued)

## Other Publications

Each year, various areas of the University produce hundreds of brochures, manuals, guides and other printed materials. Each of these publications are important ‘ambassadors’ of UWI. For this reason it is important that they all bear a level of visual consistency and clearly appear to have come from the same ‘family’ of correspondence.

It is highly recommended that any new material or materials requiring re-design, update or replacement, maintain compliance with these new visual standards. It is important to note that adding the UWI Coat of Arms and wordmark is only one element – overall photographic quality and visual appearance are also significant contributing graphic elements to the establishment of a consistent visual identity for UWI publications.

*The University’s Marketing & Communications offices can be consulted for advice in the development and printing of publications and other promotional materials.*





# Advertising/ Publication Typefaces

The following approved font families are suggested for the body text in advertisements and publications.

**MYRIAD FAMILY** *(including variations)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

**MINION FAMILY** *(including variations)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

**TRAJAN FAMILY** *(including variations)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

**FUTURA FAMILY** *(including variations)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

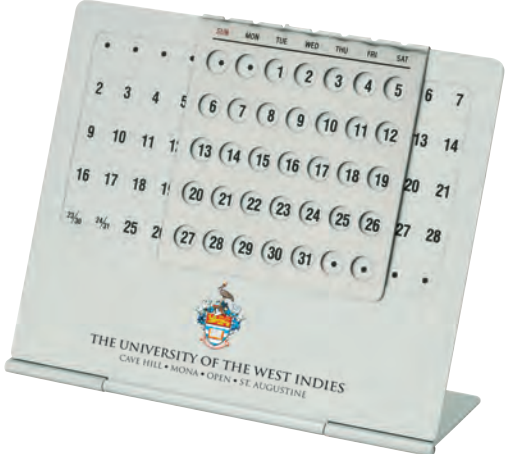
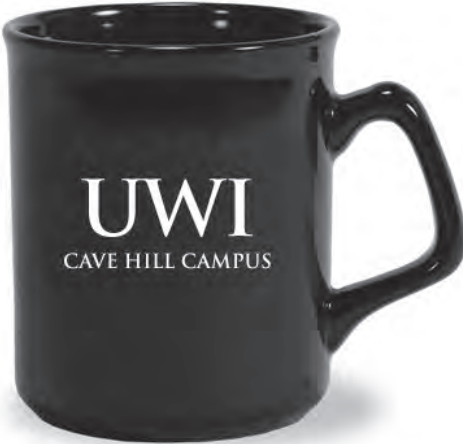
**ITC BOOKMAN** *(including variations)*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

# Promotional Items

The use of The UWI Coat of Arms and wordmark should adhere to the guidelines discussed in this manual.

*All artwork for promotional items must have the approval of the University's **Marketing and Communications Offices** before these items are produced.*



# Promotional Items (continued)

The preferred position for The UWI Coat of Arms and wordmark on corporate shirts and T-shirts is on the left pocket.

In cases of partnership with other entities, partner logos should appear on the right pocket or on the left, but below The UWI Coat of Arms and wordmark.

In limited cases, The UWI Coat of Arms and wordmark may appear on the left sleeve.



POLO




T-SHIRT

# Campus Signage

It is important that Campus signage is integrated with UWI's visual identity and that is consistent with that used in print and other forms of communication.

Permanent signage that appears on the University's buildings and structures should carry the University, Faculty, Department, Specialized unit or Centre names in the approved UWI typeface **ITC BOOKMAN**.

The UWI Coat of Arms is optional but its use should adhere to the specifications outlined in this manual.



 **MAIN GATE**  
Staff and Student Entrance ONLY

**OPENING HOURS**  
Monday – Friday: 6:00 a.m. – 9:00 p.m.  
Saturday: 6:00 a.m. – 6:00 p.m.  
Sunday & Public Holidays: CLOSED



 **LLOYD BRAITHWAITE**  
**STUDENT ADMINISTRATION BUILDING**



 **MAIN GATE**  
Staff and Student Entrance ONLY

**OPENING HOURS**  
Monday – Friday: 6:00 a.m. – 9:00 p.m.  
Saturday: 6:00 a.m. – 6:00 p.m.  
Sunday & Public Holidays: CLOSED



 **MAIN GATE**  
Staff and Student Entrance ONLY

**OPENING HOURS**  
Monday – Friday: 6:00 a.m. – 9:00 p.m.  
Saturday: 6:00 a.m. – 6:00 p.m.  
Sunday & Public Holidays: CLOSED

CAMPUS COLOUR



# Pennants and Banners

Pennants and banner signage are popularly used on The UWI campuses, particularly to promote events and activities hosted on or by the respective campus.

Where The UWI Coat of Arms is used on banner and pennant signage, its usage should adhere to the specifications outlined in this manual particularly in respect of colours, resolution, minimum surrounding space requirements, and rules governing partnered identity. The vector version of The UWI Coat of Arms is the preferred option for such applications.

*All artwork for promotional items must have the approval of the **University's Marketing and Communications Offices** before these items are produced.*

Please also refer to the section on **Partnered Identity** on **page 46**.



# Official Vehicles

The illustrations below demonstrate placement and approximate sizes for signage on official UWI vehicles. In order to maintain consistency and quality, it is best to use decals or professional stencil applications when reproducing the UWI Coat of Arms and wordmark on individual vehicles.

In all cases, it is important for UWI-owned vehicles to be appropriately marked for ease of identification while maintaining a professional institutional image.

University vehicles should carry the UWI Coat of Arms and wordmark and Faculty/Department/Specialized unit/Centre names on the front doors. The same names may appear on the rear of the vehicles where sufficient space exists. Faculty names may be omitted for specialized units or centres.

The wordmark must appear in the approved typeface **TRAJAN BOLD**. All other type must appear in the approved UWI typeface **ITC BOOKMAN**.



# Photography

Photography is a vital component in any UWI publication or print piece. Photographs help to tell UWI's unique story and can have a powerful effect on the target audience.

## Selecting photography

UWI is a dynamic institution spread across the Caribbean and so represents a diverse population. For printed pieces, select imagery that expresses the University, its history and culture, energy, diversity (from race/ethnicity, to gender, and age) and exceptional surroundings/grounds. Choose photography that appears spontaneous and unstaged.

## Types of image files

Generally, use files saved as TIF or an EPS in print pieces. While it is possible to use JPG files, often these files are not of sufficient resolution to print at high quality. Do not use a GIF file for a print piece (a GIF is intended for Web use).

## Resolution

The resolution of an image is very important to a print piece. The higher the resolution, the better the chances for good image reproduction. Generally, images should be 300 dpi (dots per inch) or higher. The original image needs to be at a high resolution for print use.

## Enlarging/Stretching an image

Do not enlarge a picture more than 15% of its original size. Any larger and the image will most likely become pixilated (the detail of the image breaks up and certain lines appear as individual squares).

**Important note:** *The proportions of the photo must be kept the same (i.e., the width and length should be the same percentage). If not, the image*

*will appear stretched and distorted.*

## Images from the web

Do not download or copy images from websites to use in publications. There are two important reasons why this should not be done:

1. **Copyright** – *Just because an image appears on the Web does not mean it is royalty free or public domain. As a general rule of thumb, do not copy images from websites.*
2. **Quality** – *The resolution for most images that appear on the Web are 72 dpi, which means they are not at the right resolution for print.*

## Stock photography

For most instances, do not use stock photography for UWI publications. Contact the University's Marketing and Communications Offices to assess what campus images are available. The University also hosts an online collection of photos at [www.flickr.com/photos/theuwi](http://www.flickr.com/photos/theuwi) from which imagery can be drawn. If general images (not specific to a campus) are needed for a piece, however, these are a few of the more popular stock photography sites: istock.com, fotosearch.com, veer.com, shutterstock.com, corbis.com and gettyimages.com. While there is a cost for these images, these sites have options on sizes and resolutions, depending on users' needs.

## Credits for photography

The University, from time to time, will rely on photography from a range of professional photographers as well as other sources. It is important that in all publications, appropriate credits are given to the photographer and/or the source(s) of the photograph(s).

## Copyrighted photographs

Photographs generally are copyrighted whether or not they carry a copyright notice. This legal protection includes photos reproduced for computer transmission, such as in Web pages and electronically reproduced documents.

If reproducing a photograph from another University publisher or publication, there is no guarantee that the proper permissions have been obtained. As with all photography, ensure that written permission is obtained from the copyright holder and from any person whose image is identifiable in the picture, and be prepared to pay the necessary permission fees.

## Rights and permissions

No photographs, drawings, images, video, sound clips or copyrighted or trademarked materials should be used The University of the West Indies without permission of the holder of reproduction rights.

# Photography (continued)

## **Consent of photographed subjects**

Generally speaking, it is not necessary to obtain the consent of subjects for a photograph if the individuals were in a public place when the photograph was taken. For instance, photographs taken of people at an awards ceremony, in a classroom or walking across campus may be used without consent.

There are however some circumstances where use photographs of an individual without permission may be considered to be invasion of privacy. Such invasion of privacy can be broken down into two major categories:

1. ***Invasion of an individual's personal privacy*** – if a person is photographed in a private situation without his or her knowledge or consent, and if those photographs are disseminated, it can constitute an invasion of privacy.
2. ***Commercial use of a public figure's image*** – if an individual has some public image, and if a picture of that person is used without consent to further a financial or business enterprise, such use may be prohibited.



# Photography (continued)

## Photo Retouching

Photo re-touching is a fine art used mainly for magazines and other publications. There are times when image enhancement and photo re-touching is necessary. Using software applications like Adobe Photoshop can help to get the very best out of digital and conventional photographs.

Photo retouching can be used to:

- *Replace backgrounds*
- *Correct colours and other faults such as shadows*
- *Improve highlights*
- *Restore faded pictures*
- *Add special effects*



ORIGINAL



RETOUCHED

## Photo Colour Correction

Just because a professional photographer uses a professional camera does not necessarily mean his pictures are ready for publication. In some cases it may be necessary to correct colour casts created from improper white-balance setting in the camera, or unusual lighting conditions which overwhelm the natural colour of a scene.




ORIGINAL



CORRECTED

# PowerPoint Presentations

Members of The UWI community (both academic and administrative) often prepare professional presentations. PowerPoint presentations should reflect and maintain the University's visual identity.



**UWI**  
CAVE HILL CAMPUS

**Presentation Title**

Presenter's Name  
Presenter's Job Title  
Presenter's Department/Office/Faculty/Campus  
Presentation's Date



**UWI**  
CAVE HILL CAMPUS



**UWI**  
CAVE HILL CAMPUS



**SHORELANDS  
INVESTMENT  
BANK**

# Editorial Style

Clarity, accuracy and consistency in the use of language are particularly important as we seek to establish a distinct identity for ourselves in the outside world.



# Editorial Style Guidelines

## About The UWI

Since its inception in 1948, The University of the West Indies (UWI) has evolved from a fledgling college in Jamaica with 33 students to a full-fledged, regional University with well over 40,000 students. Today, UWI is the largest, most longstanding higher education provider in the Commonwealth Caribbean, with four campuses in Barbados, Jamaica, Trinidad and Tobago, and the Open Campus. The UWI has faculty and students from more than 40 countries and collaborative links with 160 universities globally; it offers undergraduate and postgraduate degree options in Food & Agriculture, Engineering, Humanities & Education, Law, Medical Sciences, Science and Technology and Social Sciences. UWI's seven priority focal areas are linked closely to the priorities identified by CARICOM and take into account such over-arching areas of concern to the region as environmental issues, health and wellness, gender equity and the critical importance of innovation.

## Official names

Full name:

**THE UNIVERSITY OF THE WEST INDIES**

Abbreviation:

**UWI**

In the broadest sense, The University of the West Indies is a system of four campuses and an administrative centre (the Vice Chancellery). The official name of each campus is “The University of the West Indies” followed by the name of the campus, with an intervening comma between the name and location.

**The University of the West Indies, Cave Hill Campus**

**The University of the West Indies, Mona Campus**

**The University of the West Indies, Open Campus**

**The University of the West Indies, St Augustine Campus**

**UWI, Cave Hill Campus**

**UWI, Mona Campus**

**UWI, Open Campus**

**UWI, St Augustine Campus**

In running text (sentences), a first reference to “The University of the West Indies” should be followed by references to “UWI” or “the University”.

Use the full name in highly formal situations, or when first addressing an audience that may not know what UWI stands for.

When using the full name, such as on letterheads or at the top or bottom of advertisements or brochures, in text say “The University of the West Indies, Cave Hill/Mona/Open/St Augustine Campus.” When using the short form of the name, say only “UWI Cave Hill/Mona/Open/St Augustine Campus,” not “The UWI, Cave Hill/Mona/Open/St Augustine Campus.”

When the full name appears in one line a comma should separate “The University of the West Indies” and “Cave Hill/Mona/Open/St Augustine Campus”.

**THE UNIVERSITY OF THE WEST INDIES, MONA CAMPUS**

Whenever the entire name of the University cannot fit on the same line, “Cave Hill/Mona/Open/St Augustine Campus” may fall on the second line, with both lines centered, and no comma is required.

THE UNIVERSITY OF THE WEST INDIES  
CAVE HILL/MONA/OPEN/ST AUGUSTINE CAMPUS

The first line “The University of the West Indies” should never be broken into two lines. In exceptional cases where the name must be broke, do so in three lines:

THE UNIVERSITY  
OF THE  
WEST INDIES

When it is necessary to print the campus and/country on the second line, this line should also be centered and not be broken into two lines.

THE UNIVERSITY OF THE WEST INDIES  
CAVE HILL, BARBADOS, WEST INDIES

**What not to call the institution**

Please do not use:

**the University of the West Indies**

**University of the West Indies**

**U.W.I**

**UWI - Cave Hill/Mona/Open/St Augustine Campus**  
and other variations.

Capitalize “University” when used alone to refer specifically to The University of the West Indies in running text, but lowercase “university” when using it in a general sense.

Capitalize “Faculty” or “School” when used alone to refer specifically to one UWI school or college in text. Do not capitalize when referring to UWI schools or colleges in a more general, all-inclusive sense.

Capitalize official college and department names: School of Law, Department of Geography & Environment. However, in informal usage, lowercase a school, department, field of study, or major, unless a word is normally capitalized.

When cited in full, capitalize a programme or centre’s proper name: Institute for Gender & Development Studies. In subsequent informal references, lowercase “centre,” “institute,” or “programme” when used alone.

Capitalize “Mona Campus”, but lowercase the word “campus” when using it alone or informally.

The word “faculty” can be used with either singular or plural verb agreement. When faculty means the teaching and administrative staff as a collective whole, it takes a singular verb: “The University faculty is committed to excellence in teaching.” When “faculty” is used to mean faculty members it takes a plural verb: “Many faculty were present.”

In running text, an & symbol replaces “and” in the names of faculties, schools, administrative or academic departments, offices, centres and institutes.

**Titles of Principal Officers o the University**

Some full titles:

Chancellor  
Vice-Chancellor  
Pro Vice-Chancellor and Principal  
Pro Vice-Chancellor Research  
Pro Vice-Chancellor Graduate Studies  
Pro Vice-Chancellor Undergraduate Studies  
Pro Vice-Chancellor Planning and Development  
Director of Finance/University Bursar  
Director of Administration/University Registrar  
Deputy University Registrar  
Deputy Principal

**Examples:**

**Chancellor**

Chancellor Sir George Alleyne  
Sir George Alleyne,  
Chancellor of The University of the West Indies  
The Chancellor

**Vice-Chancellor**

Vice-Chancellor Professor E. Nigel Harris  
Professor E. Nigel Harris,  
Vice-Chancellor of The University of the West Indies  
The Vice-Chancellor

**Pro Vice-Chancellors and Campus Principals**

Pro Vice-Chancellor and Campus Principal  
Sir Hilary Beckles  
Professor Gordon Shirley, Pro Vice-Chancellor and  
Campus Principal of The University of the West Indies,  
Mona Campus  
The Pro Vice-Chancellor and Campus Principal

**Pro Vice-Chancellors**

Pro Vice-Chancellor Professor Wayne Hunte  
 Pro Vice-Chancellor Young  
 Dr. Bhoendradatt Tewarie, Pro Vice-Chancellor  
 Planning and Development  
 The Pro Vice-Chancellor

**Deans**

Dean Simeon McIntosh  
 Dean Ghany  
 Professor Archibald McDonald, Dean,  
 Faculty of Medical Sciences  
 The Dean

**Capitalization of titles****Examples:**

Sir George Alleyne, Chancellor  
 Professor E. Nigel Harris, Vice-Chancellor  
 Professor Hazel Simmons-McDonald,  
 Pro Vice-Chancellor and Principal

**Capitalize titles which precede names. Examples:**

Professor Clement Sankat  
 Dean Marshall

In titles, when an individual has two titles or two roles within the University, keep the “and” that joins the two titles.

Treat names consistently in text and lists. If possible, avoid the use of social titles (Mr. or Mrs.) or honorifics (Hon.) with names. Thus, in a list of donors or in naming those who attended an event, avoid using “Dr.” or “Mr.” or “Ms.” inconsistently with only a few names.

**Preferred spelling/Language**

The English style is preferred over American English standards.

**Courses and Fields of Study**

Capitalize course titles when given exactly: Literatures in English. Lowercase informal references: an introductory course in English literature.

Lowercase fields of study unless the area is the proper title of a department or programme or the word is always capitalized.

**Academic Degrees**

Capitalize an academic degree when it is given in full: a Bachelor of Science in Economics.

Lowercase informal references to academic degrees: a bachelor’s degree in physics, a master’s degree in physics, the master’s thesis and doctoral dissertation.

**Dates, Time, Telephone Numbers, and Streets**

On programmes, invitations, etc., use numerals for the date and time of day: May 16, 2010, at 3 p.m.

In very formal invitations, the date and time may be written in words: May Sixteenth at Three O’clock.

Write 2010/2011 or 2010–2011 for the academic year (note the en dash to denote a range of numbers). Avoid writing 2010/11 or 2009–10.

Omit the comma between months and year. E.g. The visiting scholars are expected in January 2013.

In times of day, use only necessary digits: 8 p.m., not 8:00 p.m., or 10–11:30 a.m. Note that “a.m.” and “p.m.” are lowercase, and periods are used except when space is limited.

Express years or times in parallel construction: From 1997 to 2007, or from 9 to 10:30 a.m. (Avoid “from” with a dash: from 9-10:30 a.m., or from 1997–2007.)

In telephone numbers, use hyphens throughout the number: 876-353-4557.

Write out street names in full, unless space is limited. In very informal text and quotations, or on lists where brevity is necessary, abbreviations (Rd., Rm., St.) are acceptable.

**Numbers**

In nontechnical text, spell out numbers from one to nine and write numbers above nine in numerals. Technical material and text with many statistics should use numerals for all numbers.

When numbers above nine and below nine occur in the same sentence, for consistency’s sake they should be written as numerals: There are 6 professors and 47 students.

Spell out round numbers and approximations: Around fifty students attended the lecture.

Do not begin a sentence with a numeral. Write the number in words or restructure the sentence if necessary: Thirteen boats entered the race.

For clarity, when two numbers fall together, spell out one and use a numeral for the other: There are three 4-credit courses.

Always use numerals for dates, times, page numbers, course credits, decimal amounts, and percentages: 4 credits; 3 percent.

In humanities and nontechnical text, spell out the word percent: In all, 8 percent of the faculty and 15 percent of the students attended the symposium.

In scientific writing or when space is a consideration, use numerals and the % symbol. The % symbol follows the number without a space: 14%.

Typically, numerals are used in lists and other display type.

When referring to sums of money, use only those digits that are necessary: \$60, not \$60.00. Write \$60 million, not \$60 million dollars.

Spell out ordinals denoting centuries: the sixteenth century, the twentieth century.

In writing dates, use cardinal numbers, i.e., avoid “rd,” “th,” and “st” with dates. Write May 3, or March 12, or May 21, not May 3rd, 12th, or 21st.

Decades may be written as either 1920s, ’20s, or twenties, but not 1920’s.

Use a comma in a number containing four or more digits, except in test scores.

### **Capitalization**

In report titles, capitalize the first word and all other words except conjunctions, articles, and short prepositions (fewer than five letters). However, do capitalize a preposition that is necessary to the verb that precedes it: Speeding Up the Process; Calling Out for Help.

In report titles, capitalize short verbs like “Is” and “Be”.

In a title containing a hyphenated compound word, both parts are usually capitalized: Long-Term Investment Strategies; Ready-Made Savings Plans.

In prose and in text giving directions, capitalize important words: First Floor Auditorium, Exit 9 on Route 2. On invitations and posters or in addresses, capitalize such words as Floor or Room with the number: Second Floor, Room 201.

### **Degrees**

Periods may or may not be used with degree abbreviations. It is important though to apply consistent treatment in any given context. Degrees awarded by the University are:

**BA, BEd, BSc, MA, MBA, MBBS, MEd, MPhil, MSc, MSW, PhD**

Note that in reference to the academic degree, “master’s” is always a singular possessive: *To date the University has awarded 3,600 master’s degrees.*

### **Ampersands**

The ampersand - & - may be used in running head, footers and tabular material: *French Languages & Literatures*

In running text, avoid the ampersand. Its only appropriate use in this context is as part of a direct quotation or an official name or title: *The Faculty of Humanities & Education.*

### **Telephone numbers**

In running text addressed to external audiences, render full telephone numbers, i.e. the country code followed by the number: *For more information, call Student Admissions, tel. (868) 662-2002.*

### **Invitations**

Formal University invitations should be phrased as follows:

**Firstname Lastname, Chancellor**

**THE UNIVERSITY OF THE WEST INDIES**

*(USE approved typeface)*

**requests the pleasure of your company**

**at**

**event**

**date**

**time**

**venue**

### Recommended Reference Works

Space does not allow for the articulation of all editorial preferences here. Trustworthy resources are however, available in print and on the Web. One recommendation is *The Chicago Manual of Style, 14th Edition* (University of Chicago Press). [www.chicagomanualofstyle.org/](http://www.chicagomanualofstyle.org/) Another is the AP Stylebook [www.apstylebook.com](http://www.apstylebook.com)

### Electronic Media Terms

Write “email” without a hyphen, but continue to hyphenate other e-words: “e-business,” “e-commerce,” “e-letter,” “e-newsletter,” “e-Portfolio,” etc. Lowercase email in text, except when the word begins a sentence.

Email and web addresses are written in roman type: HYPERLINK “<http://www.uwi.edu>” [www.uwi.edu](http://www.uwi.edu).

A distinctive type treatment, such as bold or italic, is optional to differentiate a URL or email address from the surrounding text.

In URLs, it is increasingly acceptable to omit the letters <http://> or [www](http://www). We continue to recommend using [www](http://www) for easy reader recognition.

Capitalize URL, an acronym for Uniform Resource Locator.

Write website as one word, lowercased.

For all other “web words” when “web” is used informally or as an adjective modifying a noun, web is lowercased but not joined: web page, web address, web design, etc.

Capitalize Internet, Web, and World Wide Web when using the term in the larger sense as a global system of networks: e.g., “The Internet is a network of networks.” or “The Web is a system of interlinked documents accessed via the Internet.”

Write online, homepage, and sitemap as one word, without a hyphen.

Write “slideshow” as one word.

“Login” is one word. Login name or user name are two words.

Avoid breaking URLs and email addresses over two lines.

Whenever it is necessary to break a URL, avoid doing so in the middle of a word, and do not add a hyphen. Instead, choose a breaking point at the end of a word and place the next symbol at the beginning of the new line.

Use italics for the names of online publications, such as *Pelican magazine*.

# Punctuation Guide

## apostrophe (')

- To indicate a possessive, add an 's to singular common and proper nouns (e.g., *the boy's toy*, *your money's worth*, *Pearson's publication*).
- When a singular or plural noun ends in s, add only the apostrophe to indicate possession (e.g., *two dollars' worth*, *Jules' book*, *others' plans*). This also applies to both common and proper nouns.
- The following special expressions take an apostrophe alone: *for goodness' sake*, *for appearance' sake*, *for conscience' sake* (but *the appearance's cost*, *my conscience's vote*).
- To show joint ownership, use the possessive form after the last word only (e.g., *John and Betty's dogs*). *John's and Betty's dogs* refers to distinct ownership of the dogs: John owns one (or more) and Betty owns one (or more).
- Do not add an apostrophe to a word ending in s when it is used as a descriptor (e.g., *a teachers college*, *a writers guide*). The apostrophe usually is not used if *for* or *by* rather than *of* would be appropriate in the longer form (e.g., *a college for teachers*). Note that if the term involves a plural word that does not end in s, an apostrophe should be used (e.g., *a children's hospital*).
- Use an apostrophe to indicate omitted letters (e.g., *I've*, *don't*) and figures (e.g., *Class of '60*, *the '90s*). Note that when there is a space before the word or number preceded by an apostrophe, the apostrophe should point outward (e.g., *'tis*). When there is a space after the word, the apostrophe should point inward (e.g., *rock 'n' roll*).
- Use an apostrophe to indicate the plural of a single lowercase letter (e.g., *Mind your p's and q's*); capital letters do not require an apostrophe in the plural (e.g., *the Five Ws*). However, do not use an apostrophe for plural abbreviations that are more than one letter (e.g., *MPs*).

## brackets [ ]

- Editor's notes and corrections, explanations or comments within quoted material should be enclosed in brackets (e.g., "*I appreciate it [the honor], but I must refuse*", he said).
- Use brackets as parentheses within parentheses (e.g., *One of our alumni (who had received both a bachelor's degree [1985] and a master's degree [1990] from the University) donated \$50,000 to the scholarship fund*).
- Brackets may also be used to enclose phonetic pronunciation (e.g., He speaks Patois [*Patwa*] fluently).
- According to the AP Stylebook, news releases should not contain brackets; substitute parentheses.

## colon (:)

- Use a colon at the end of a complete sentence to introduce a list (e.g., *Julie needed three items: milk, eggs and butter*).
- If the material following a colon consists of one or more complete sentences, or if it is a quotation, it should begin with a capital letter (e.g., *He made his decision: He would apply to UWI*). However, lowercase a sentence fragment following a colon (e.g., *He brought everything he owned: a guitar, a laptop and a duffle bag's worth of clothes*).
- Colons go outside quotation marks unless they are part of the quotation itself.
- Do not combine a dash and a colon in a sentence.
- Do not use a colon to separate main sentence elements, such as a verb and a direct object, even if the direct object is in a list: *The items in the bag are*  
*paperclips*  
*pens*  
*pencils*  
*keys*.
- For more information, see **list punctuation**, below.

Adapted from *The College of Charleston Brand Manual: Visual Identity and Style Guide, Volume 1, September 2008*



# Punctuation Guide (continued)

## comma (,)

- Use a comma to separate adjectives of equal weight modifying a noun (e.g., *Meteorologists forecast another active, aggressive hurricane season*).
- To avoid confusion, use a comma to separate an introductory clause or phrase from the main clause (e.g., *When the phone rang for the third time that night, she finally got up and answered the call*). The comma may be omitted if doing so does not change the clarity of the sentence (e.g., *For one week floodwater threatened the village*).
- Commas separate main clauses joined by coordinating conjunctions if the subjects are separate (e.g., *Five men were arrested this morning on the west side, and 12 more were taken into custody six hours later*).
- Use a comma to attribute full quotes (e.g., *Taylor says, “The University of the West Indies represents our most important repository of intellectual capital”*). Do not use a comma before a partial quote (e.g., *Carter said that the action “represents an important first step”*).
- Use commas to set off non-restrictive (non-essential) clauses, phrases and modifiers from the rest of the sentence (e.g., *Allison Fung, Executive Assistant to Vice-Chancellor Nigel Harris, says the fund provides meaningful support to undergraduate and graduate students*).
- When a conjunction such as *and*, *but* or *for* links two clauses that could stand alone as separate sentences, use a comma before the conjunction when the subject of each clause is expressly stated (e.g., *She was glad she found a more convenient flight, but she was disappointed that there were no seats left in first class*). Do not use a comma when the subject of the two clauses is the same and is not repeated in the second clause (e.g., *She was glad she had found a more convenient flight but disappointed that there were no seats left in first class*).
- Use a comma at the end of a quote that is followed by attribution, but not if the quoted statement ends with a question mark or exclamation point (e.g., *“Eat your broccoli,” Mom said; “Why should I?” he asked*).
- Commas set off an individual’s hometown and/or age when it is placed in opposition to a name (e.g., *Amoako St. Patrick Evans, 20, was among the winners*).
- Commas always go inside quotation marks (e.g., *“Eat your broccoli,” she said*.)
- Use commas to separate items in a series (e.g., *The new manager enjoys reading, cooking, travelling and gardening*. See also **serial commas**).

## dash (— and –)

- Use an en dash (–) with a letter space on both sides to set off parenthetical remarks and phrases that would otherwise be set off by commas but that already contains a comma (e.g., *My brother’s puppy – a brown Pomeranian with white, orange and black spots – is spoiled rotten*).
- The en dash is also used for continuing (or inclusive) numbers or words (e.g., *January 5–9, Monday–Friday*). Do not use an en dash when the word *from* is actually used (e.g., *1968–72* or *from 1968 to 1972*, never *from 1968–72*).
- An en dash is also used in place of a hyphen in compound adjectives when one of the elements is an open compound (e.g., *post–Civil War period, Emmy Award–winning programme*), when combining two equal elements (e.g., *Paris–Rome train*) or when combining two hyphenated compounds (e.g., *quasi–public–quasi–judicial body*).
- The em dash (—) is used for abrupt changes of thought, epigraphs and datelines. AP requires space on each side of an em dash; in printed publications, however, letter spacing is the responsibility of the designer (of the typeface and of the publication), not of the writer. Most importantly, treat em dash spacing consistently throughout a document or publication.

## ellipsis (...)

- Within sentences, use spaces to separate dots from one another and from surrounding text.
- If the words that precede an ellipsis constitute a complete sentence, place a period at the end of the last word before the ellipsis. When the complete sentence calls for a question mark, exclamation point or colon, use the appropriate punctuation. Regardless, follow the punctuation with a space and an ellipsis (e.g., *I no longer have a political base. ...; Will you come? ...*).
- Do not use an ellipsis at the beginning of a quotation or citation.

## exclamation point (!)

- Use exclamation points sparingly. End mildly exclamatory sentences with periods.
- Exclamation points go inside quotation marks when they are part of quoted material (e.g., *“Never!” he shouted*). Do not use a comma after the exclamation point.

# Punctuation Guide (continued)

## hyphen (-)

- Use a hyphen to link words with prefixes only when not using a hyphen causes confusion (e.g., *He recovered from his illness*; *She re-covered the upholstered chair*).
- When a compound modifier – two or more words that express a single concept – precedes a noun, use hyphens to link all the words in the compound except the adverb *very* and all adverbs that end in *ly* (e.g., *bluish-green dress*, *full-time job*, *well-known man*, *know-it-all attitude*, *very good boy*, *easily done task*). When compound modifiers come after a noun, however, they are not hyphenated (e.g., *The dress is bluish green*; *Her job is full time*; *That man is well known*; *His attitude suggested that he knew it all*).

## list punctuation

- Vertical lists are best introduced by a complete grammatical sentence, followed by a colon.
- Items carry no closing punctuation, unless they consist of complete sentences.
- In a numbered vertical list that completes a sentence begun in an introductory element and consists of phrases or sentences with internal punctuation, semicolons may be used between the items, and a period should follow the final item. Each item begins with a lowercase letter. Such lists, often better run into the text, should be set vertically only if the context demands that they be highlighted.

## parentheses ( )

- Avoid using parentheses, if possible. Try using commas or dashes to isolate incidental material.
- Place a period outside a closing parenthesis if the material inside is not a complete sentence (*such as this fragment*). When a phrase placed in parentheses (*this one is an example*) might normally qualify as a complete sentence but is dependent on the surrounding material, do not capitalize the first word or end the sentence with a period. (*An independent parenthetical sentence such as this one takes a period before the closing parenthesis.*)

## period (.)

- Periods always go inside quotation marks.
- Use a single space after a period at the end of a sentence.

## question mark (?)

- Use a question mark directly after questions within sentences (e.g., *You told me – Did I hear you correctly? – that you had started your homework*).
- Place question marks inside quotation marks when the question is part of the quotation and outside the quotation marks when the question is not part of the quotation (e.g., *He asked, “How long will it take?”*; *Who wrote “A Bend in the River”?*). When both the sentence and the quotation are questions, use a single quotation mark at the end of the full sentence (e.g., *Did you hear him say, “What right do you have to ask me about that?”*).

## quotation marks (“”)

- If a full paragraph of quoted material is followed by a paragraph that continues the quotation, do not put a closing quotation mark at the end of the first paragraph; start the next paragraph with opening quotation marks.
- A partial quote always requires a closing quotation mark, even when immediately followed by a new paragraph that continues a quote by the same individual.
- In dialogue, every change in speaker requires a new paragraph.
- Quotation marks indicate irony (e.g., *The “discussion” turned out to be a one-sided lecture*) or unfamiliar terms on the first reference only (e.g., *The scientist suggested that one thing affecting neurotransmission is “somatostatin.” She explained that somatostatin regulates the endocrine system*).
- Alternate between double quotation marks (“”) and single marks (‘’) for quotes within quotes.
- The period and the comma always go within the quotation marks. The dash, question mark and exclamation point go within the quotation marks when they apply to quoted material only. When they apply to the entire sentence, they go outside the quotation marks.



# Punctuation Guide (continued)

## semicolon (;)

- Use a semicolon to connect two independent clauses that are not related, thus avoiding comma splices or run-on sentences (e.g., *Her cabinets are filled with plates, bowls and glasses; utensils can be found in the drawer*).
- Semicolons also may be used to separate the elements of a series when the elements themselves include commas. In such a case, include a semicolon before the conjunction at the end of the series (e.g., *Witnessing the historic event were Her Excellency Dame Pearlette Louisy, Governor General of St. Lucia; His Excellency Sir Cuthbert Sebastian, Governor General of St. Kitts & Nevis; Her Excellency Dame Louise Lake-Tack, Governor General of Antigua & Barbuda; and His Excellency Sir Carlyle Glean, Governor General of Grenada.*).

## serial commas

- As per AP Stylebook, omit the serial comma (the comma preceding *and* or *or* in a series) when it is not needed (e.g., *The Jamaican flag is green, yellow and black*).
- In some cases, the serial comma is simply necessary to prevent confusion (e.g., *There are four major groups of vertebrates: mammals, reptiles and birds, fish, and amphibians*). See also **semicolon** and **dash**.

## Recommended Reference Works

Space does not allow for the articulation of all editorial preferences here. Trustworthy resources are however, available in print and on the Web. One recommendation is *The Chicago Manual of Style*, 14th Edition (University of Chicago Press). [www.chicagomanualofstyle.org/](http://www.chicagomanualofstyle.org/) Another is the AP Stylebook [www.apstylebook.com](http://www.apstylebook.com)



# Web style Guidelines



# Why use web style guidelines?

Web sites have become especially powerful tools in creating an idea of the level of quality, performance, professionalism and standard of excellence of a service in a user's mind. Good Web sites are associated with great organizations; and poor Web sites are equated with poorly performing organizations.

A Web site that is difficult to navigate, read, find content or is offensive to the eye, is perceived to represent an entity that does not efficiently provide information, and by extension, an entity that will fail to offer high quality services. Thus, weak Web sites adversely affect the public's perception.

These guidelines are intended to inform the development of a unified network of Web sites, in accordance with the branding standards of The University of West Indies. These guidelines enable optimal Web design, by introducing a system of comprehensive navigation and setting standards for the presentation of information in order to effectively serve the diverse information needs of our publics.

The implementation of a template-driven content management solution (to be made available to the University's faculties, academic and administrative departments/units/sections), is advocated. Such a system provides measurable benefits, including:

## **Efficiency – Improved quality**

The implementation of templates promotes a managed cohesion of user interfaces across the University's network of sites. Consistency ensures the strategic positioning of the University's online brand. Templates enable easy categorization of content, and also allow reasonable design modifications to reflect the unique character of the faculty, academic and administrative department/unit/section being represented. Guidelines in design ensure presentation standards for information are maintained and that layout of sites exhibit aesthetic functionality.

## **Effectiveness – Improved process**

Integrating new templates and adhering to the prescribed Web design guidelines allow user interfaces to be easily updated and managed while retaining the structured layout of content that can be identified as a University page. Templates require fewer redesigns and reworking of the site to address and solve usability problems.

## **Satisfaction – Improved usability**

Templates improve the experiences, for both designers and end users. Users will be able to more easily locate relevant and pertinent information, navigate the Web site and move from micro site to micro site. Designers will also be able to work easily with the templates and they will not be able to modify templates outside of guidelines, thus ensuring improved usability while safeguarding the University's online brand.

# Web style guidelines

## I. PURPOSE OF POLICY

This is the web Policy for The University of the West Indies, hereinafter referred to as UWI. This document contains the policy and procedures for publishing official and unofficial UWI World Wide Web (web) pages on Internet servers maintained by the University. All members of the University community who use the web must use it responsibly and in accordance with the rules set out in this document. This policy document does not replace or make obsolete any other policy document which describes university policies, responsibilities, and consequences.

**Vision Statement** - *The vision of the UWI web site is to support the core teaching/learning, research and service activities of the University as guided by the current Strategic Plan developed by the University. The web seeks to stimulate interest in the University and to project the most valuable attributes of the University to the global community.*

**Mission Statement** - *The mission of the UWI web site is to provide current, accurate, and reliable information about the University community, and to facilitate teaching, research, public service and intellectual collaboration while developing the Caribbean region.*

## II. POLICY OVERVIEW

This policy covers all World Wide Web pages (hereinafter referred to as “web pages”) hosted by UWI web servers, and is intended to define web page categories, operational structure, web content management and maintenance, web site requirements and privileges. This policy is intended to augment, not replace, the existing Brand Identity Guidelines which cover topics such as graphic standards, wordmarks, copyrights and use of the UWI Coat of Arms, the UWI Acceptable Use Policy which covers acceptable use of UWI’s computer resources and the UWI Social Media Policy.

The University recognises the value of the web as a communications and marketing tool for the dissemination of information. This policy also outlines the rights and responsibilities of members of the UWI community who publish on the web, and delimits the university’s responsibility for web pages hosted on UWI’s web servers. For the purpose of this policy, any user who creates a web page of any type and publishes it on a UWI web server is considered to have published that page.

## General Rules on Information Content

In general, University policies and regulations that apply to the content of publications and communication apply to contents of web pages published using UWI web servers. In particular, all information included in web pages on UWI web servers must:

- *comply with all laws governing copyrights, intellectual property, libel, and privacy.*
- *not violate any policy, rule or regulation of the University.*
- *not be used for non-university commercial activities.*

## Official University Web Pages

A UWI web page is considered official when it is published by the Campus itself, a school, a department, or an official administrative unit of the University [ under the guidance and authorization of a designated Campus authority]. Official UWI web pages shall be considered Campus publications. They are the responsibility of the appropriate school, department or unit and subject to review by the Competent University Authority.

To complete qualification as an official page, the respective files must be stored on servers managed by The UWI (locally or externally e.g. the cloud). UWI pages must carry the official University coat of arms as outlined in the UWI Brand Identity Guidelines. The University reserves the rights to take action for all unauthorized usage of the Crest (See Appendix A).

Individual departments and administrative units may define additional conditions for the creation and installation of web pages by faculty, staff, and students under their supervision. Any such additional conditions must be consistent with this overall policy but may include more detailed guidelines and, where necessary and appropriate, additional restrictions. The additional conditions should not contradict any rule stated in this policy or any other policy of the University and in the event that such a contradiction be identified, the University Policy will supercede.

# Web style guidelines (continued)

## Unofficial University Web Pages

Unofficial web pages are any electronic documents that satisfy both of the following conditions:

1. *not formally acknowledged by an administrator of a UWI school, a department, or an official administrative unit.*
2. *not housed on a University managed web server, or within the University's Internet domain (uwi.edu, \*.uwi.edu, sta.uwi.edu, cavehill.uwi.edu, mona.uwi.edu, open.uwi.edu)*

Student, faculty/ staff personal pages, and student organisations web pages are considered unofficial web pages.

While the University encourages the authors of these unofficial web sites to adhere to standards of civility, professionalism, and university discourse, unofficial web sites are the property and responsibility of those who create them.

UWI is not responsible for unofficial pages. However, the university reserves the right to remove from its web servers any page or file that is found to be in violation of the laws, guidelines or university policies, or design guidelines or interests or that is detrimental to the performance of the web server or the network, or which does not portray a true and accurate picture of any campus or of the University on a whole.

The University may decide to create a link from The UWI web site to an unofficial web site. A link does not constitute approval of the web site to which the link points.

The home page for all sites which qualify as “Unofficial Pages” should include the following disclaimer:

*“The group of pages which represent the <<group/entity>> (replace ‘group’ as appropriate) are not official pages of The University of the West Indies, and do not reflect the views of the University. The University shall not be held liable nor responsible for any injuries incurred as a result of their use”*

Permission for use of The UWI Coat of Arms on these pages must be obtained directly from the Campus Registrar and/or the Competent University Authority, and a copy of the written authorization sent to the Campus Webmaster from the Campus Registrar or the Competent University Authority prior to the use of The UWI Coat of Arms.

## III. OPERATIONAL STRUCTURE

Each UWI Office, Division, Department, Faculty, Unit and Section (hereinafter collectively referred to as Section) shall be granted sufficient but limited space for its own web site. These sites are considered official UWI web sites, and must conform to the requirements for official pages. Functional units retain ownership of and responsibility for creating, updating and maintaining their content as well as the accuracy of the content, while the publishing mechanism is the direct responsibility of the Webmasters or his/her elective.

## WEB SERVER INFORMATION

### Domain Names

The UWI domains are variations of \*.uwi.edu (e.g. cavehill.uwi.edu, mona.uwi.edu, open.uwi.edu and sta.uwi.edu, my.uwi.edu). UWI does not grant unique domain names that are variations of the campus domain such as your\_department.sta.uwi.edu

Registering domain names outside of The UWI domain, which point to UWI IP addresses is strictly prohibited unless authorized by the relevant campus IT security officer (or university IT security officer) or his/her designate.

### Web Hosting

Any individual or organisation receiving UWI server space must abide by all the prescribed policies, including the UWI web policy.

Acquiring server space does not guarantee a link from the official UWI web site. Any Individual or Organisation which require their web site to be hosted on The UWI servers and connected to The UWI web site must first receive permission in writing from the Web Committee. The relevant web administrator and webmaster will have administrative access to all relevant web servers that host official University Pages. This will assist in ensuring that only properly approved content is posted on The UWI's web site.

# Web style guidelines (continued)

## **Content Development Process**

Total ownership and responsibility of content resides with the heads of the various Sections. Specifically, in the case of academic units, Deans are content owners for faculty pages while Head of Departments are owners of the content posted on that Department's web site. The general procedure for publishing this content is as follows:

- a. *The content owner generates the content or establishes a content generation framework in his/her section.*
- b. *The content owner must appoint a Publisher who will be responsible for organising this content and getting it posted on the web site. The content owner advises the web committee through the Campus Webmaster, in writing, of this appointment. This advisory letter must indicate whether the content owner will provide confirmation for all new content, or where it should be interpreted that all content from the Publisher implies that it is content from the Owner.*
- c. *The publisher and author/editors develop the web pages in accordance with the design guidelines mentioned below.*
- d. *Subject to c) above, the content will be posted to the UWI web site.*

Authoring of new or existing content may be done on a UWI pre-production (development) server to avoid any possibility of disrupting the performance of the production server by active authoring. Changes done to existing content will be uploaded to the live site by the Webmaster or approved content publishers on request. Requests shall be done through an online form or by email to keep the updating process organized and efficient.

As stated above, the Content Owners and their delegates are responsible for creating and maintaining the content of their pages. Should the material become outdated or in some way conflicts with information on the official site, these pages will be taken off line until they are amended.

## **WEB MANAGEMENT AND MAINTENANCE**

### **University Web Committee**

The University Web Committee is charged with the responsibility of reviewing the policy annually to ensure it addresses the needs of the University community while keeping pace with changes in technology and reflecting the strategic vision of the University. The committee also has the authority to rule on disputes or requests that are considered biased, unjust, illogical or may require further discussion other than that offered at the campus level. All changes to this policy must be approved by the University Web Committee. The committee comprise of all webmasters, the University Director of Marketing and Communications, the University Chief Information Officer, all campus Chief Information Officers/ Directors of IT, and a designated representative from the UWI Legal unit who should serve at least 2 consecutive years on the committee.

### **Campus Web Committee**

The Campus Web Committee takes responsibility for evaluating web priorities and commitments for the University's Intranet and Internet activities. The committee advises the campus' Chief Information Officer/Director of IT on policies and procedures for UWI web programmes. Members of the committee include the Web Master, the designated web System Engineer/Administrator, all Campus IT managers and a representative from Marketing & Communications.



# Web style guidelines (continued)

## The University/Campus Webmaster

The webmaster is concerned with issues of web effectiveness as a communication strategy and efficiency of the web as an information tool. He/She is the primary authority on web site publication and has the final scrutiny of all official publication to ensure adherence to presentation standards and the university web policy and takes responsibility for

- *the web site image that is projected to the world and the publication of content once approved by the Competent University Authority.*
- *taking the lead in implementing facilities that allow web publishers better management of web content.*
- *the collaboration with web publishers to ensure they are up-to-date with policies, access, changes in procedures and conform to the design standards of the UWI web.*
- *occasionally developing new material in collaboration with the relevant University entity (e.g. Marketing Communications Office) to serve functions not controlled by any single department within the University.*
- *playing a key role in planning and developing effective strategies for using the web to support the University's mission and goals.*
- *To participate and collaborate in cross-campus initiatives where required.*

## Web Systems Engineer/Administrator

The Web Administrator has the responsibility for all network engineering functions of the web site. Specifically, the Web Administrator will take responsibility for:

- *the management of the web servers*
- *the backing up and archiving server content*
- *network security including establishment of firewalls and proxy servers*
- *ensuring that the requisite performance standards such as response time, bandwidth and connectivity targets are met.*
- *implementing URLs and aliases to URLs based on the structure indicated by the Webmaster.*

## Web Publisher / Editor

The Web Publisher will be appointed by the Head of Department or his/her elective, and has the primary responsibility for coordinating, reviewing, posting, and maintaining information in that department's web site.

Each department or functional unit is required to name at least one employee to take on the responsibility. Web Publishers are required to attend content management training sessions.

The Web Publishers will ensure that web pages originating from their units have been appropriately approved and verified, and that they meet required technical standards.

The Web Publisher is also responsible for compliance with all relevant UWI web standards. Specifically, responsibilities will include but are not limited to:

- *Editing and presentation of web documents*
- *Assisting with content preparation*
- *Identifying, updating, archiving, or removing web pages*
- *Identifying invalid links to other web sites*
- *Creating web-ready publication*
- *Obtaining approval for publication from the appropriate persons*
- *Placing the pages for publication on the server designated by the Campus Webmaster*
- *Coordinating the inferred procedures*
- *Liaising with the Campus Webmaster*
- *Communicating with appropriate managers, stakeholders and customers about document postings*

## Content Owner

Content owners are usually Deans for faculty pages while Head of Departments are owners of the content to be posted on that Department's web site. The Content Owner is ultimately responsible for any content posted on the department, faculty or unit's web page. The Content Owner therefore must adequately consider the person who they appoint as Departmental Web Publisher.

# Web style guidelines (continued)

## **Content Provider(s)**

Content providers have the responsibility for writing and/or editing information to be submitted for publication/posting on The UWI official pages. Content Providers must work with the Web Publisher, after submission, to ensure that information posted to the web pages is complete and accurate.

## **External Contractor**

The University will work with external contractors for the delivery of design only. Below are the conditions for external contractors:

- *Meet with web team to get details of designs, layouts and templates.*
- *Must hand over design source files (eg. PSD, FLA, HTML etc.)*
- *Must abide with the university style guide.*
- *Must be sanctioned by the web team.*

Any person found to be accessing the web servers without the proper authorization may have legal action taken against him/her.

## **IV. APPEALS**

Appeals regarding any of the guidelines in this policy may be made to the Campus Web Committee or specifically to the relevant campus webmaster. As a last resort, appeals may be made to the University Web Committee.

## **V. REVIEW**

This policy will be reviewed as appropriate, but at least annually at the annual web team meeting.

# Web Site Design, Creation and Hosting

## Design Standards

Design templates will be approved by The UWI Web Committee and used as the basic framework for a consistent look and feel for the University web presence. This will be discussed in greater detail in Appendix B.

The names, crest, initials, seals, mascots, and logos associated with UWI are trademarks owned by the University. Any representation of these university marks (art work or graphics) design and usage must adhere to the UWI Brand Guidelines.

UWI web page owners and publishers are responsible for the content of their pages and are subject to all university policies and standards pertaining to print publications and computing ethics, including but not limited to:

- *UWI Web Policy*
- *UWI Copyright Policy*
- *UWI Acceptable Use policy*
- *UWI Social Media policy*
- *Applicable local laws*
- *Brand Identity Guidelines*

## Commercial Activities and Advertising

Without specific authorization from the Web Committee or its designate, UWI web servers may not be used for the following:

### 1. Advertising or hosting of pages for non-university persons, organisations or affiliate institutions.

*A web advertisement consists of:*

- *Text or graphics placed on a web page that have been paid for by a non-UWI organization; or,*
- *Text or graphics placed on a web page in exchange for goods or services.*

The following examples do not constitute an advertisement:

- *General interest links to commercial web sites that may be of interest to web viewers and that are available free of charge (e.g., links to search engines, area weather links, etc.);*
  - *Subscription services or site licenses for which the university pays, in order to gain access to a commercial service;*
  - *Information that relates to or supports the teaching, research, or service mission of the university, such as academic departmental conferences; or,*
  - *Listings of sponsors for a performance or special event (the listings must not be hyperlinks to a commercial sponsor's web page).*
3. **Activities that would provide non-university related persons or organizations monetary gain.**
  4. **The University of the West Indies web pages may provide a link to a commercial site if the University has an exclusive contractual relationship with the business or provides a service to the University's primary community (faculty, staff, or students), as long as the university is not receiving any goods or services for creating the link.**

## Development Standards and Platforms

The use of any industry standard platform must be discussed with the Webmaster to determine if it can be supported by the Web Team and Web Administrator.

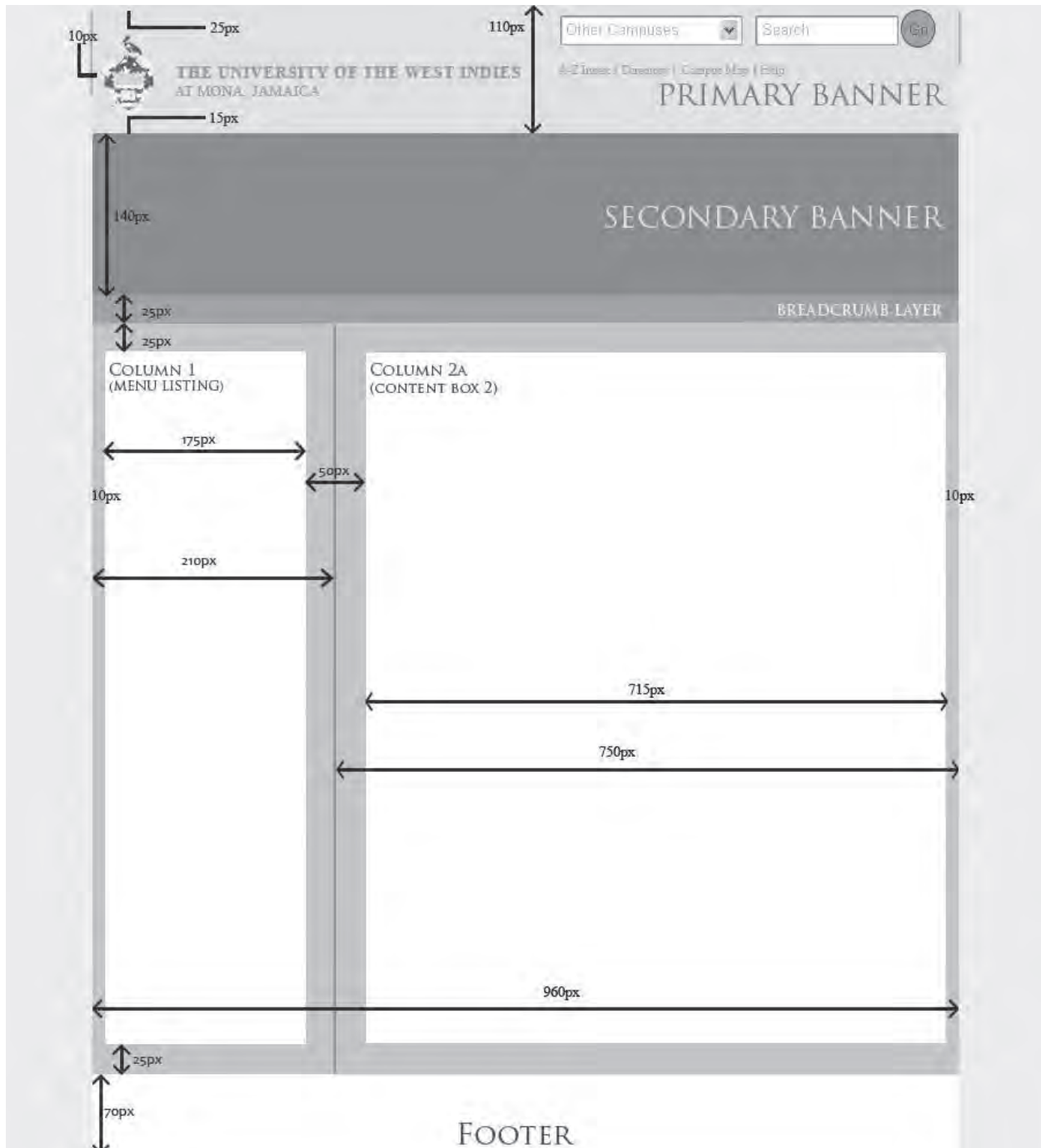
In cases where database access is required, the web publisher will contact the Webmaster who will upon consultation with the Web Administrator and Database Administrator prescribe an appropriate location for storing the database.

# Web Site Template Structure

The layout templates below represents the collection of layouts from which designers should choose.

## Option 1

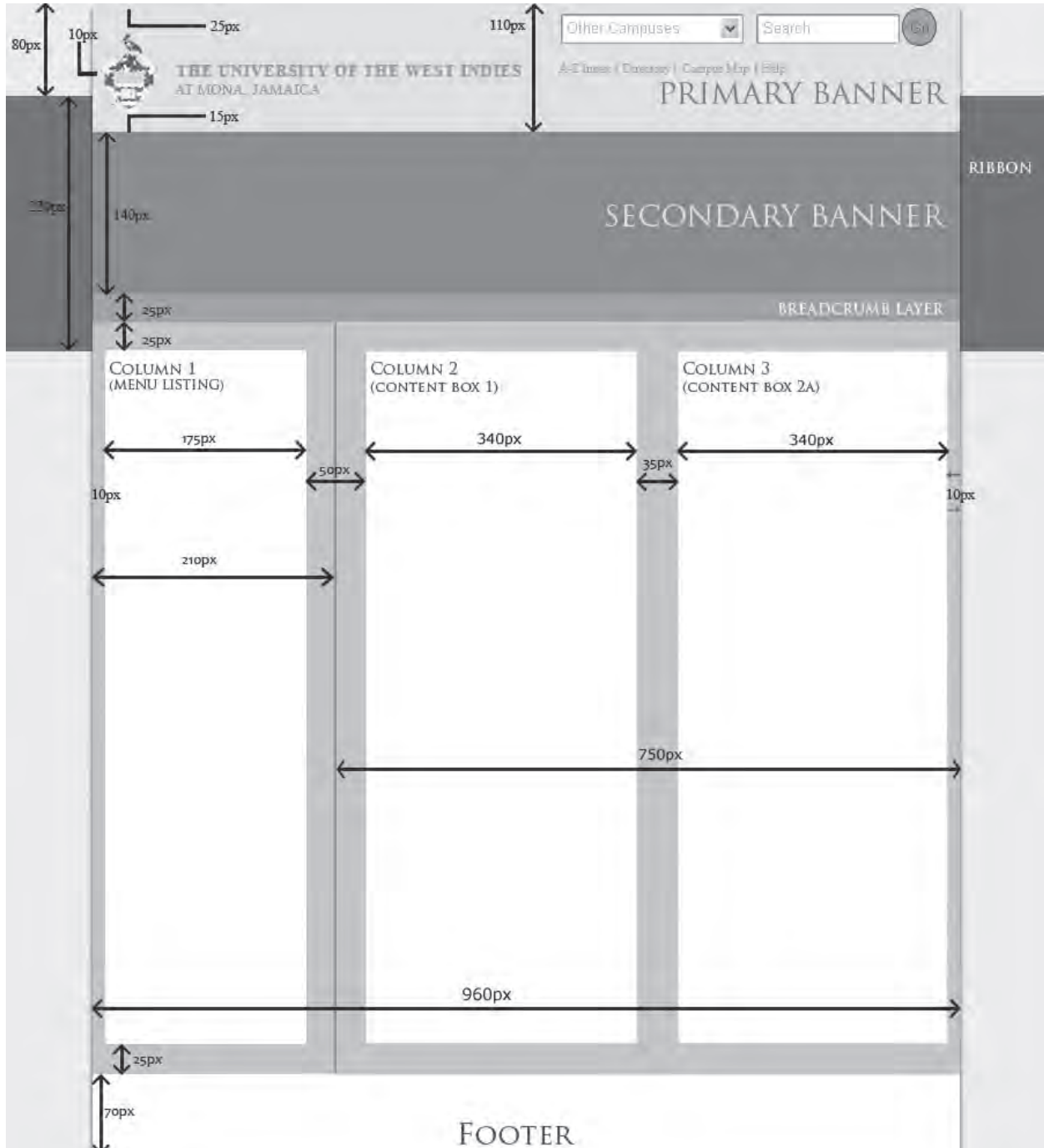
Standard two column layout template with primary banner, secondary banner and footer.



# Web Site Template Structure (continued)

## Option 2

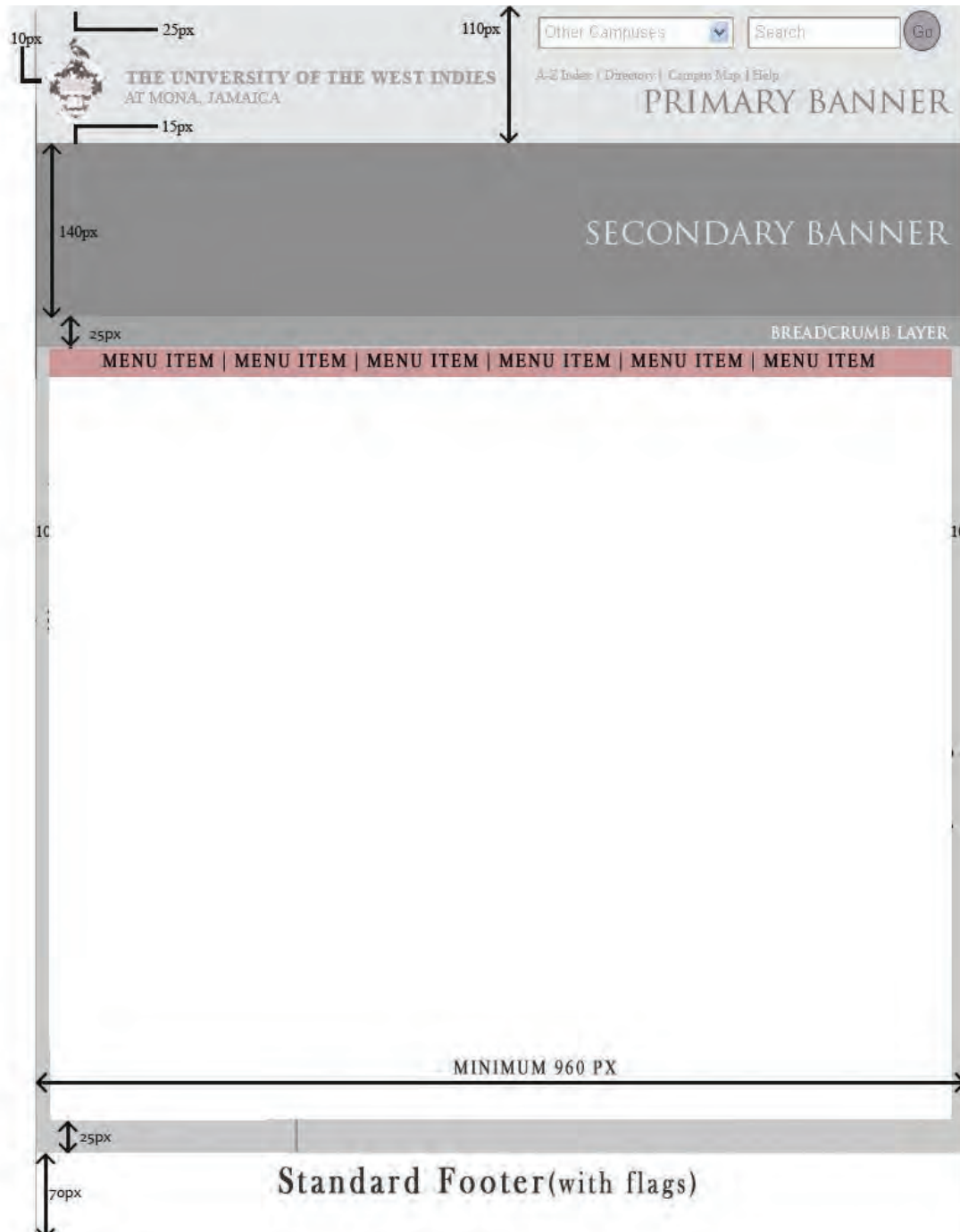
Standard three column layout template with primary banner, secondary banner and footer.



# Web Site Template Structure (continued)

## Option 3

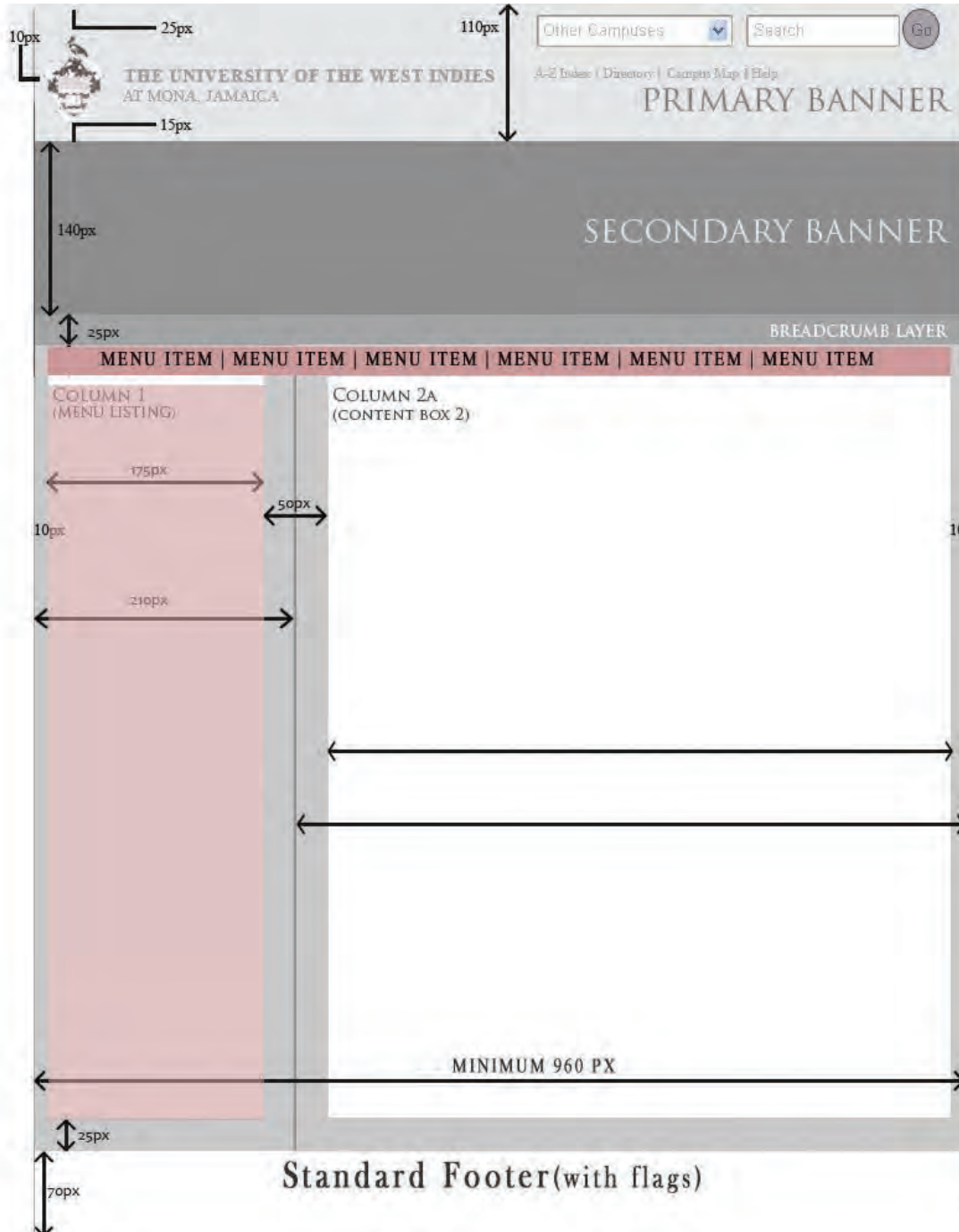
Standard single column layout template with horizontal menu, primary banner, secondary banner and footer.



# Web Site Template Structure (continued)

## Option 4

Standard two column layout template with horizontal menu, left menu, primary banner, secondary banner and footer.

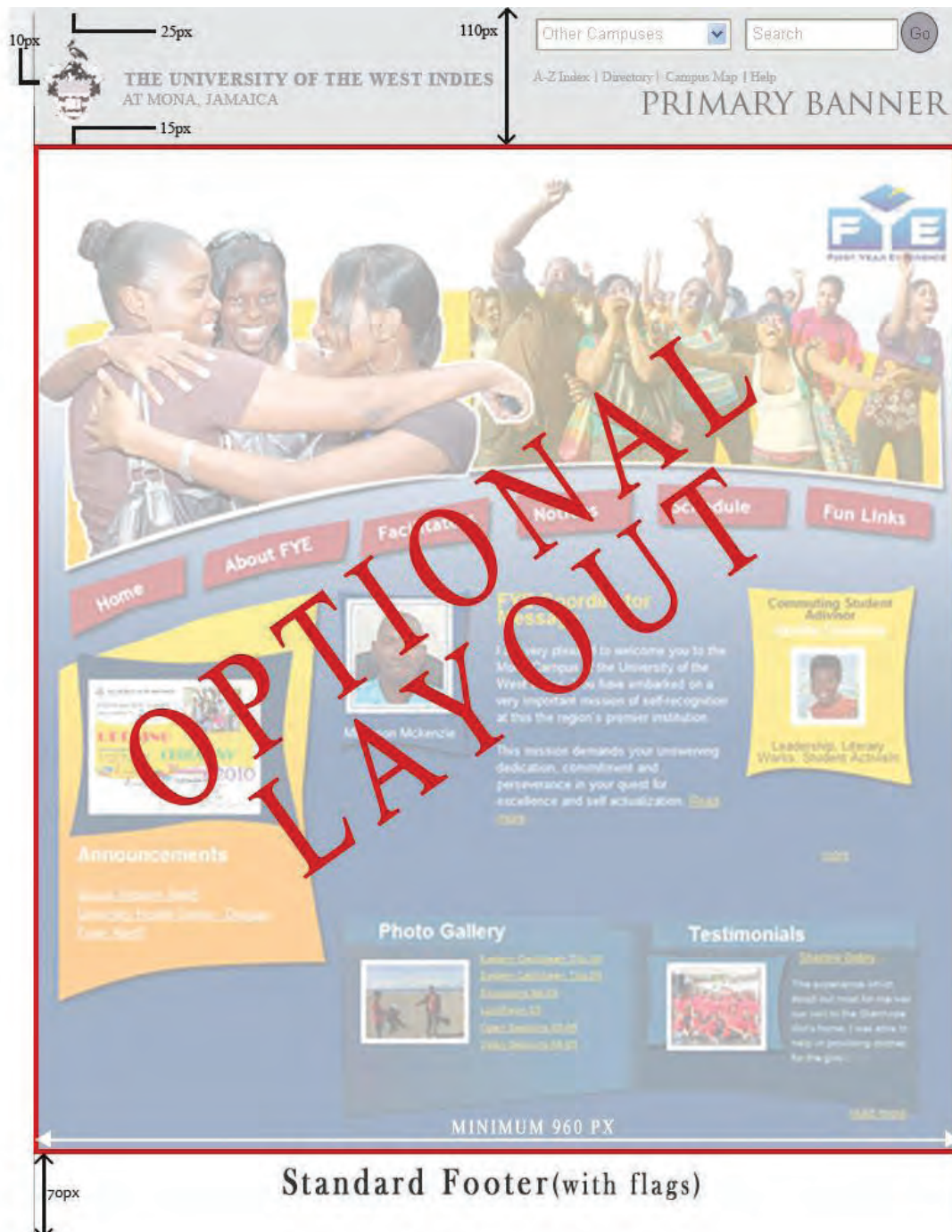




# Web Site Template Structure (continued)

## Option 5

Standard single column layout template with primary banner and footer. This is recommended for entities without a strong formal/legal attachment to the campus or university (e.g. student entities).





# Structure of Official Pages

**Level-one** categories of pages are all pages that have a link from the home page, including the home page, or pages that are not the direct responsibility of a department, unit or section.

**Level-two** web pages/web sites are defined as all web sites that are not Level-one and may be:

- *Faculty/Centre/Unit web sites*
- *Academic Department web site*
- *Administrative Department web site*
- *Project web site*

All major level-two content sections (*micro-sites – department, faculty web sites*) are accessible from the levelone pages.

All Level-one and Level-two Category pages will have the following:

## Header

This identifies the campus by utilising The UWI Logo, campus name and the campus colour. Level-two pages may not necessarily have the campus colour in the header.

Each header will allow for easy navigation to the other UWI campuses, a campus site Search as well as a General Links section that contains links to the most important campus resources (*e.g. Student Portal, Directory, Calendar, Sitemap*)

## Footer

Contact information for the department/unit/campus and an image map with links to UWI Territories. Links to UWI Disclaimer, Privacy Statement are also included.

## Navigation

Currently left navigation menu to all Level-one categories, while Level-two category pages may carry a top or left navigation.

## Template for Official Web Pages

Templates are developed by the Webmasters and approved by The UWI Web Committee. These are customised for each site and are used in conjunction with the web publishing procedures in place. Templates allow for a consistent look and feel in addition to strengthening the brand identity.

The templates are not distributed to individuals or to departments for editing nor are they editable. However, Web Publishers/Editor may create new pages based on these templates.

# Glossary

## **Campus Web Committee**

Committee formed to develop and enforce the University's web policy and to provide special authorizations for use of the web. The committee is comprised of the campus CIO/ Director of ICT , the campus webmaster, the director of Marketing and Communications.

## **Competent University Authority**

The Marketing & Communication Office or any other person/body performing the function of monitoring and regulating UWI Social Media Sites as designated by the Campus Principal on the relevant campus.

## **Document**

A document is a set of information designed and presented as an individual entity. A publication is a good example of a document. It may contain logical sub-units such as parts, sections, or chapters; but it is typically created, updated, and presented as a single unit. The web presentation of a document may consist of one or more web pages.

## **Document Collection**

A document collection is a set of documents that are logically related, usually by their content, target audience, or origin.

## **Homepage**

A home page is the entry point to a web server or front page of every web site. It is the first page of information accessed by a visitor.

## **Information Technology**

All computer hardware, software, telecommunications facilities and other information processing instruments used in the promotion of learning and in the harnessing of information save and except those under the mandate of the Electronics Unit.

## **Official Information/Page/Publisher**

Any text or graphic matter published by a University Department, Office, Center, Programme, Faculty or committee is considered "official" information, and web pages containing official information are considered "official pages." The entity that publishes official pages is considered to be an "official publisher."

## **Page**

A page, in web parlance, is an individual computer file that can be addressed by a hypertext link. Documents and collections are constructed of linked pages. Although most pages are static files, some are not. HTML forms, Active Server Page (ASP) scripts, and other mechanisms may be used to create pages that are front ends to databases or other types of information services. Such services may dynamically create new pages containing query responses or customized forms in response to user input.

## **University Web Committee**

This committee is comprised of :

- *All campus webmasters*
- *University Director of Marketing*
- *University CIO (or designate)*
- *Campus CIO / Director*
- *University Legal Representative*

## **Unofficial Information/Page/Publisher**

Text or graphic matter published by a bargaining unit, student organization, project, student, or staff member is considered "unofficial" information, and web pages containing unofficial information are considered "unofficial pages." The individual or organization publishing unofficial information is regarded as an "unofficial publisher."

## **Web Administrator**

Person mandated by the Campus IT to take responsibility for the efficient operation of the University's web servers including response time, security and access.

## **Web Master**

Person mandated with overall responsibility for the management of a collection of web pages/sites including content, design and adherence to policies.

## **Web-Ready**

Content or other elements that may be posted to a web site and will render correctly in all supported browsers.

## **Web Server**

A Web Server is a computer that provides access to one or more collections of documents using World Wide web formats and protocols. Each server has a main entry point or home page, although numerous files or pages are usually directly addressable.

# The UWI Coat of Arms and Wordmark for the Web

The University's networks of Web sites are all part of University and its online brand, making it necessary to extend the visual identity regulations to this form of communication.

The UWI Coat of Arms and wordmark represents the University and therefore every faculty, school, department, unit, centre, institute and division that is a part of The University of the West Indies, must use the University's visual identity properly.

## Resolution

Most computer screens are 17"-19" in width and are set to a display resolution of 800px columns x 600px rows. This is the minimum screen resolution most commonly used, making 800px x 600px the official safe area for Web design.

As display screens increase in dimension, many choose to set their resolutions to greater settings (such as 1024px x 768px, 1280px x 1024px, 1400px x 900px) to optimize appearance. It should however be noted that the larger the screen size, the lower the resolution setting, and the larger the appearance of images and text, the lower the quality of appearance. This occurs as the display is

stretched in order to match the screen size. Consequently no one Web site appears the same on all computers; they are affected in part by resolution settings.

Due to the variation of appearance of the Web site with different resolution settings, it is important that standard dimensions are established for the University Web pages, so that they do not appear too large or too small across varying resolutions. Currently, the standard dimension for UWI's level-one and level-two pages is 1024px x 768px.

## Loss of Details

It is important that the UWI Coat of Arms and associated wordmark never be distorted. However, it is understood that the amount of detail that appears on the UWI Coat of Arms in print is impossible to replicate on the Web because of inconsistencies in resolution. Therefore there is some unavoidable loss of details.

## UWI Coat of Arms and wordmark for the Web

On the University's Web pages the UWI Coat of Arms should appear at a dimension of 55px width and 72px height.



WEB HORIZONTAL

THE UNIVERSITY OF THE WEST INDIES

WEB VERTICAL



# Typography

The right type improves readability, lends to page scanning and easy identification of different types of content within a page.

## Web Safe Fonts

The fonts listed below are standard to both Windows and Mac (shipped with their respective operating systems).

If you use a font that is not standard to a machine, that font is not guaranteed to be on your reader's computer; and so you risk Web users being unable to read the font that you intended for viewing.

Therefore developers, editors, publishers should choose from the preferred fonts below for their Web pages. The only exception is where the text appears as an image.

### *Note to Developers & Editors:*

*VERDANA is the best font to use for the Web. It is a specially Web optimized font (GEORGIA is another) and is an official san-serif replacement. Its lowercase letters are very large, compared to other fonts, which makes text in this font easy to read on the Web.*

*However, it is best to complement VERDANA with fonts like ARIAL for titles, and when increasing font size, since VERDANA tends to become distorted if used at a larger point size than 14pt.*

## Size

Appropriate font sizes must be chosen for the Web. While it may be possible to read and understand a small font size in a low resolution setting (800px x 600px), the same font size may be impossible to understand at a higher (1024px x 768px) resolution.

It should also be noted that one font size measure can vary in proportion across different fonts. The smallest safe Web font size is 11px, or `<font size="1 px">`. The largest font size is 18px or `<font size="+3px">`.

On text-intensive pages, consideration should be given to including a font size adjuster. Font adjusters – JavaScript code that allows the user to increase and control the size of text – can be an especially important and useful tool for the blind, visually impaired and the aged.

### *Note to Developers & Editors:*

*When choosing a font consider:*

- 1. Its legibility on the screen*
- 2. Its cross-platform compatibility*
- 3. Using a maximum of three fonts per page to create visual contrast.*

## ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## HELVETICA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## VERDANA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

# Typography (continued)

## MS SANS SERIF

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## TREBUCHET MS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## LUCIDA SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## TIMES NEW ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## GEORGIA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

# Web Content

## Updating Web Content

Owners of Web sites (faculties, academic and administrative departments/units/sections) are required to update their sites on a regular basis. The exact frequency is determined by the specific content. However, at minimum, Web site content should be reviewed at least once per semester for timeliness, accuracy, audience needs and support of overall strategy.

## Content Management System (CMS)

Using a CMS helps to simplify the publication of Web content to Web sites, in particular, allowing content creators to submit content without requiring technical knowledge of HTML or the uploading of files. Content updates are made through a Web application and come with varying functionality. Using a CMS leaves owners of Web sites free to concentrate on what actually needs to be written and placed on the Web site rather than the underlying technology.

## Copyright, Legal and Policy Issues

All Web sites within the University's networks must comply with all University policies, rules and regulations as well as local laws.

## Writing for the Web

Different forms of media require different communication methods in order to effectively convey messages and information to the individual end user or target audience.

Writing for the Web is different from writing for a publication because on the Web, readers assimilate information differently than they would if reading printed content. Studies have proven that Web readers actually scan instead of reading information online.

To enable readability and effective communication, content developers should:

- Structure information using the inverted pyramid model. Start with the most important information first.
- Add headlines to break up information, especially on pages which are 1½ screen lengths. Before every three paragraphs, try to give the information following a straightforward title. This gives the reader an idea of how the information is organized and what information will be in those paragraphs.

- Keep paragraphs short and concise. Sentences should not exceed more than 17 words. Adhere to basic grammar rules. A paragraph should not have more than four to five sentences.
- Use bullets for lists and points so that information can be easily scanned by the user.
- Use bold, alternate fonts or use specific colours for headlines, for creating visual contrast to help break up content and highlight different information.

On every page provide users with only the information that they will need. The length of paragraphs and content are very important. Avoid complex terminologies and long explanations; instead strategically use such information in context.

Note: Types of pages excluded from this guideline are course readings, course descriptions, press releases, news features, articles, reproduction of reports and downloadable PDFs.

When writing for the Web consider that end users scan pages as they browse. Most users lose interest when scanning a paragraph with too much information. However, be wary of presenting too little information which ineffectively meets your end user's/visitor's needs. A paragraph with concise, well-written, facts-based sentences and hypertext links is the best way to convey your messages.

## How long should a page be?

### How much information should be on a page?

A page should be between a maximum of 3-5 screen lengths. Most users do not read more than 1½ screen lengths, preferring to print out those that are any longer. Content which is beyond 1½-5 screen lengths should be categorized and broken up into multiple sections. Content that is longer than 8 screen lengths should be provided in a downloadable PDF format.

# Web Content Accessibility

Web sites should be designed so that people with disabilities have access to online information, data and services comparable to that afforded to individuals without disabilities. It is recommended that the Web Content Accessibility Guidelines established by the World Wide Web Consortium's Web Accessibility Initiative (W3C-WAI) be followed.

## Web Content Accessibility Guidelines

“These guidelines explain how to make Web content accessible to people with disabilities. The guidelines are intended for all Web content developers (page authors and site designers) and for developers of authoring tools. The primary goal of these guidelines is to promote accessibility. However, following them will also make Web content more available to all users, whatever user agent they are using (e.g., desktop browser, voice browser, mobile phone, automobile-based personal computer, etc.) or constraints they may be operating under (e.g., noisy surroundings, under- or over-illuminated rooms, in a hands-free environment, etc.). Following these guidelines will also help people find information on the Web more quickly. These guidelines do not discourage content developers from using images, video, etc., but rather explain how to make multimedia content more accessible to a wide audience.

This is a reference document for accessibility principles and design ideas. Some of the strategies discussed in this document address certain Web internationalization and mobile access concerns. However, this document focuses on accessibility and does not fully address the related concerns of other W3C Activities. Please consult the W3C Mobile Access Activity home page and the W3C Internationalization Activity home page for more information.”

*Ref: Web Content Accessibility Guidelines 1.0*  
<http://www.w3.org/TR/WCAG10/#Guidelines>

## Provide equivalent alternatives to auditory and visual content

- e.g., via “alt”, “longdesc”, or in element content.

## Don't rely on color alone

- Ensure that all information conveyed with color is also available without color, for example from context or markup.
- Ensure that foreground and background color combinations provide sufficient contrast when viewed by someone having color deficits or when viewed on a black and white screen.

## Use markup and style sheets and do so properly

- When an appropriate markup language exists, use markup rather than images to convey information.
- Use style sheets to control layout and presentation.
- Use relative rather than absolute units in markup language attribute values and style sheet property values e.g. , in CSS, use ‘em’ or percentage lengths rather than ‘pt’ or ‘cm’, which are absolute units.
- Use header elements to convey document structure and use them according to specification e.g. in HTML, use H2 to indicate a subsection of H1.
- Mark up lists and list items properly.
- Mark up quotations. Do not use quotation markup for formatting effects such as indentation e.g. in HTML, use the Q and BLOCKQUOTE elements to markup short and longer quotations, respectively.

## Clarify natural language usage

- Clearly identify changes in the natural language of a document's text and any text equivalents (e.g., captions).
- Specify the expansion of each abbreviation or acronym in a document where it first occurs.



# Web Content Accessibility (continued)

## Ensure that pages featuring new technologies transform gracefully

- Although content developers are encouraged to use new technologies that solve problems raised by existing technologies, they should know how to make their pages still work with older browsers and people who choose to turn off features.
- Organize documents so they may be read without style sheets. For example, when an HTML document is rendered without associated style sheets, it must still be possible to read the document.
- Ensure that pages are usable when scripts, applets, or other programmatic objects are turned off or not supported. If this is not possible, provide equivalent information on an alternative accessible page.

## Ensure user control of time-sensitive content changes

- Moving, blinking or scrolling objects or pages should be avoided.
- Allow users to control flickering, avoid causing the screen to flicker. NOTE. People with photosensitive epilepsy can have seizures triggered by flickering or flashing in the 4 to 59 flashes per second (Hertz) range with a peak sensitivity at 20 flashes per second as well as quick changes from dark to light (like strobe lights).
- Allow users to freeze moving content. Avoid movement in pages.
- Provide the ability to stop auto-redirect, do not use markup to redirect pages automatically. Instead, configure the server to perform redirects.

## Create tables that transform gracefully

- Tables should be used to mark up truly tabular information (“data tables”). Content developers should avoid using them to lay out pages (“layout tables”).
- For data tables, identify row and column headers.
- Provide summaries for tables.

## Design for device-independence

- Provide client-side image maps instead of server-side image maps except where the regions cannot be defined with an available geometric shape.
- Create a logical tab order through links, form controls, and objects e.g. in HTML, specify tab order via the “tabindex” attribute or ensure a logical page design.
- Provide keyboard shortcuts to important links), form controls, and groups of form controls e.g. in HTML, specify shortcuts via the “accesskey” attribute.

## Provide clear navigation mechanisms

- Provide clear and consistent navigation mechanisms – orientation information, navigation bars, a site map, etc. – to increase the likelihood that a person will find what they are looking for at a site.
- Clearly identify the target of each link. Link text should be meaningful enough to make sense when read out of context – either on its own or as part of a sequence of links e.g. in HTML, write “Information about version 4.3” instead of “click here”.
- Provide information about the general layout of a site (e.g., a site map or table of contents).
- Use navigation mechanisms in a consistent manner.
- If search functions are provided, enable different types of searches for different skill levels and preferences.
- Place distinguishing information at the beginning of headings, paragraphs, lists, etc. Note. This is commonly referred to as “front-loading” and is especially helpful for people accessing information with serial devices such as speech synthesizers.
- Provide information about document collections (i.e., documents comprising multiple pages.). For example, in HTML specify document collections with the LINK element and the “rel” and “rev” attributes. Another way to create a collection is by building an archive (e.g., with zip, tar and gzip, stuffit, etc.) of the multiple pages.



# Web Content Accessibility (continued)

## Ensure that documents are clear and simple

- Ensure that documents are clear and simple so they may be more easily understood.
- Consistent page layout, recognizable graphics, and easy to understand language benefit all users. In particular, they help people with cognitive disabilities or who have difficulty reading. However, ensure that images have text equivalents for people who are blind, have low vision, or for any user who cannot or has chosen not to view graphics.
- Use the clearest and simplest language appropriate for a site's content.
- Create a style of presentation that is consistent across pages.

## Use W3C technologies and guidelines

- Use W3C technologies (according to specification) and follow accessibility guidelines. Where it is not possible to use a W3C technology, or doing so results in material that does not transform gracefully, provide an alternative version of the content that is accessible.
- Many non-W3C formats (e.g., PDF, Shockwave, etc.) require viewing with either plug-ins or stand-alone applications. Often, these formats cannot be viewed or navigated with standard user agents (including assistive technologies). Avoiding non-W3C and non-standard features (proprietary elements, attributes, properties, and extensions) will tend to make pages more accessible to more people using a wider variety of hardware and software. When inaccessible technologies (proprietary or not) must be used, equivalent accessible pages must be provided.
- Note: Converting documents (from PDF, PostScript, RTF, etc.) to W3C markup languages (HTML, XML) does not always create an accessible document. Therefore, validate each page for accessibility and usability after the conversion process.
- If a page does not readily convert, either revise the page until its original representation converts appropriately or provide an HTML or plain text version.

## References

For the latest version of any W3C specification please consult the list of W3C Technical Reports at <http://www.w3.org/TR/>

## Tools to assist with validating websites

Mozilla Fire Fox Web Developer Extension

# Promotional Websites

Promotional Web sites are micro-sites developed to promote a specific event or publication. These types of Web sites are developed to be dynamic, less text intensive and promote interactivity.

## The appearance of trademarks

These micro-sites promote as well as represent the University. Often micro-sites are allowed greater flexibility in terms of the type of University logo that can be used.

Please refer to various versions of the **UWI logo** on pages 22-23.

## Design of promotional Web sites

Promotional Web sites must be authorized by the University's Marketing & Communications Offices and developed by these offices in collaboration with the respective Information Technology Services Units.



# Templates-driven Design

Design templates are available for faculty, academic and administrative department/unit/section Web sites. These templates should only be used for official UWI Web pages and are not intended for use by outside groups or institutions. Templates should be used as provided, or modified minimally to accommodate specific needs. Any modifications to the official template design must conform to the University's standards, and therefore must have the approval of the respective Information Technology Services and Marketing and Communications Offices.

# Social Media on Web sites

Social media tools are increasingly being used to engage audiences. The following format is suggested when including social media logos or icons on University Web pages or other communication pieces.

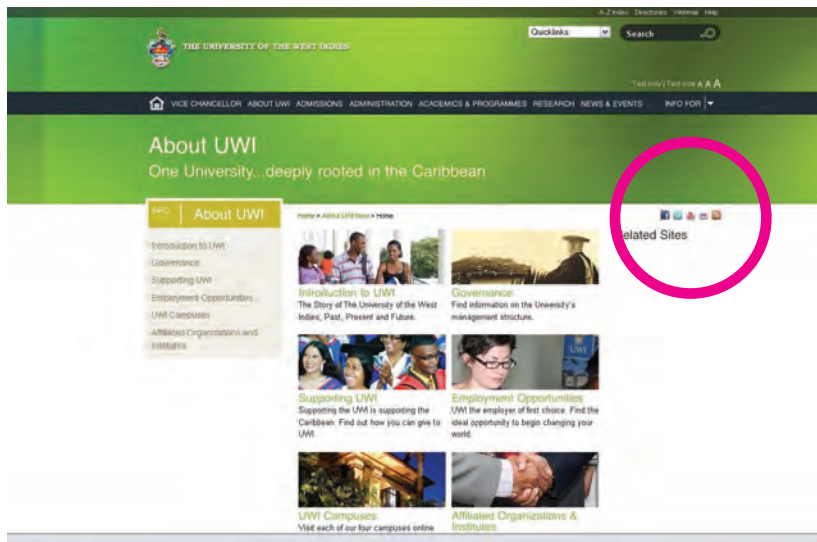
UWI Social Media Sites are official social media outputs by UWI entities acknowledged as representing the University by virtue of recognition by the Competent University Authority (usually the University’s Marketing & Communications Offices).

According to The UWI’s Social Media Policy and Guidelines, the Coat of Arms and wordmark should only be used on social media sites designated as “UWI Social Media Sites”.

The use of UWI Coat of Arms and wordmark without permission is illegal. The University’s Marketing and Communications Offices are the agencies (acting on behalf of the University Registrar) from which

persons or entities wishing to use UWI Marks should seek permission.

When making references to our social media presence in content on a web page, article, brochure, email signature or other communication pieces, use terms such as **“Follow us on Facebook”** or **“Find us on Flickr”**.



# Conclusion

UWI's brand identity is far more than just a logo. It is an overall institutional personality derived through stationery, printed materials, campus signage, UWI merchandise and any other communications that carry the UWI name. In developing a consistent identity for UWI, it is important that all communications bearing the UWI name in a visual format do so in a systematic and coordinated fashion.

These standards provide an exhaustive overview of the most common and basic UWI logo applications, but do not form a rigid list of all possible visual examples. They are intended to clearly illustrate the proposed level of visual consistency across the University and the image that is to be communicated. For advice and guidance on the application of these standards in uses not covered explicitly in this manual, the University Marketing & Communications Office is always available for consultation. *Please contact:*

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It is important that those involved in the development of communications and materials that include usage of the UWI Coat of Arms and wordmark refer to these guidelines to ensure the maintenance of the integrity of the UWI brand in all communications.

# Appendix A

A Glossary of  
Key Integrated Marketing  
and Brand Marketing Terms

# Appendix A

## A Glossary of Key Integrated Marketing and Brand Marketing Terms

The following glossary is designed to help develop a common language. Many of these words are interrelated.

### **Audience(s)**

Individuals with whom you wish to establish an exchange relationship:

#### **Customers**

Any person who brings dollars or other valued resources into the organization. Customers include, but are not limited to, prospective students, current students, donors, and alumni.

#### **Influencers**

People who influence stakeholders or customers. They may also be stakeholders (administrators who influence faculty) or customers (current students who influence prospective students) themselves. Influencers include, but are not limited to, parents, guidance counselors, club advisors, and others.

#### **Stakeholders**

Any person, group, or organization that can place a claim on an organization's attention, direction, or resources. Stakeholders typically include, but are not limited to, faculty, staff, administrators, and trustees.

### **Brand**

A valued promise that an organization makes to its external and internal audiences. External audiences view a brand as the best and sometimes only solution to a problem they have. Internal audiences must believe the brand is worthy of their commitment. All audiences must understand the brand and view it as important, believable, and distinctive. (The term "branding" is not used.)

### **Brand Architecture**

A systematic way of viewing and organizing your institutional and sub-brand promises, attributes, and graphic identity so as to achieve greater clarity, synergy, and leverage.

### **Brand Attribute**

A series of words or phrases—implied in your brand promise—that you want to position in the minds of your target audiences. Over time, as a result of your brand communications plan, you want your audiences to repeat these attributes back to you, and to others; also known as benefit segments and vivid descriptors.

### **Brand Attribute Matrix**

A matrix, or visual depiction, of all the institutional and sub-brand attributes.

### **Brand Clarification**

Clarifying and articulating a brand involves:

- *Making a brand promise that matters to your audiences; creating relevance*
- *Communicating your brand promise; creating measurable improvements in brand awareness*
- *Living your brand promise; delivering on the promise you made in your brand communication strategy*
- *Strengthening your brand promise; enhancing your brand, and its value, over time*

### **Brand Communication Plan**

A plan that includes the following elements:

- *Mission*
- *Vision*
- *Prioritized situation analysis (SWOT or PO)*
- *Singular brand promise and portfolio*
- *Overall objectives*
- *Prioritized target audiences (who are we talking to?)*
- *Target geography*
- *Message strategy (what are we saying to each target audience?)*
- *Internal launch strategy*
- *Launch event*
- *Ongoing merchandising*
- *Media mix strategies (how are we reaching our target audiences?)*
- *Internal communications*
- *Public relations*
- *Advertising*
- *Interactive/direct marketing*
- *Event marketing*
- *Personal contact*
- *Merchandising*
- *Alliance marketing*
- *Budget (more required in Year 1 to establish the brand)*
- *Year 1 (specific dollar)*
- *Year 2 (estimated)*
- *Year 3 (estimated)*
- *Calendar (by audience)*
- *Evaluation mechanisms and timeline*

### **Brand Portfolio**

Key brand components and resources that are used to explain, communicate, and help you live your brand. This includes the brand promise, brand rationale, brand attributes, sub-brands, brand attribute matrix, and elevator speech.

### **Brand Promise (Institutional Brand)**

The primary, valued promise made by the larger institution. Also called a positioning statement or USP.



# Appendix A (continued)

## A Glossary of Key Integrated Marketing and Brand Marketing Terms

### **Brand Rationale**

An explanation, most often written for internal audiences, as to why your brand promise is of value; the rationale is not an explanation of how the brand promise was created, but rather a concise description of the logic behind the determination of your brand promise.

### **Brand (Promise) Testing**

Determining which single promise, of the multiple promises created during promise clarification, is most understandable, important, believable, and distinctive to your audiences.

### **Communication**

The creation of customized and segmented messages founded on careful listening that addresses both institution and audience needs and goals.

### **Competitive Positioning**

Developing and communicating powerful and meaningful differences between your offerings and those of your competition.

### **Creative Boards**

The brand promise is translated, visually and verbally, into creative personas for each key audience.

### **Elevator Speech**

A consistently used, memorized statement that summarizes, in a meaningful way, the essence of your brand and your institution. This “speech” is given, usually verbally, when someone says, “Tell me about your school”.

### **Graphic Identity**

The visual elements of your brand. Often includes institutional name, wordmark, logo, other graphic elements, and standards.

### **Image**

A set of attitudes or beliefs that a person or audience holds about a college or university. Institutions have multiple images, many of which are inaccurate and out-of-date.

### **Integrated Marketing (IM)**

An organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders (AMA, 2004).

### **Integrated Marketing Communications (IMC)**

A comprehensive, coordinated, institution-wide effort to communicate mission-critical values and messages in ways that target audiences notice, understand, and respond to. IMC incorporates brand marketing, direct marketing, and supports customer relationship management.

### **Marketing Action Plans**

Clarification of who will do what and when to achieve your marketing goals.

### **Marketplace**

A subset of the larger environment in which the college or university must create sustaining exchange relationships with key audiences.

### **Planning**

A formalized attitude and process that involves selecting a rational course of collective action to achieve a future state of affairs. It includes assessing the present state, setting goals, gathering and analyzing information, evaluating information, developing budgets, making decisions, and acting.

### **Position**

Very similar to a brand, a position is where your target audiences place you in their minds; the words they use to describe you when asked.

### **Positioning**

The act of building a valued and preferred brand promise or position in the minds of your target audience (also called brand marketing).

### **Promotion**

The downward distribution of messages from a college or university to target audiences that focus almost solely on organizational needs and goals (to contrast, see communication, below).

### **Segmentation**

Dividing large, heterogeneous populations into smaller, homogenous subpopulations and creating, based on research, customized and more desirable messages, products, and services.

### **Sub-brands**

Separate, complementary brands that are developed when the larger institutional brand is too broad to differentiate the benefits or unique attributes of a particular department or school. For example, sub-brands are created when a college or university wants to clearly associate an entity—such as a law school or football programme—with the larger institution; ideally, sub-brands are created at the same time as the larger institutional brand and should be complementary in nature.

### **Tagline**

A brand promise expressed in “shorthand”.

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# Appendix B

What is a Logo?

# Appendix B

## What is a Logo?

### What is a logo and what does it do?

- *A logo is a flag, a signature, an escutcheon.*
- *A logo doesn't sell (directly), it identifies.*
- *A logo serves as visual shorthand for an organisation, its products or services.*
- *A logo derives its meaning from the quality of the entity it symbolises.*

A logo is an icon, symbol or brand mark. It is only by association with an organisation, a product or service that a logo takes on any real meaning.

### What makes a good logo?

A good logo must harmonize with the organisation's mission statement and culture. The logo is a visual mirror image of the organisation, its products or services. It must create confidence and trust.

An effective logo has these characteristics

- *It is appropriate for the business*
- *It is bold*
- *It is distinctive*
- *It is easy to read*
- *It is easy to recognize*
- *It is simple*
- *It is timeless*
- *It works in a particular colour and also in black only*
- *It works well in all sizes (i.e. large as well as small typefaces)*

Things to avoid when designing a logo:

### Avoid trendy typefaces

The type chosen should still be suitable years from now; in general, low-key is best.

### Avoid extremely tall or wide logos

Odd shapes are hard to fit into common spaces—business cards, advertisements, and so forth—and as a rule they aren't as pleasing, either.



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