

HO TECHNICAL UNIVERSITY



FINAL DRAFT

CORPORATE BRANDING POLICY

September, 2022



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1.0 INTRODUCTION

Corporate branding is relevant to the realization of the vision and mission of corporate institutions. Ho Technical University is a corporate brand which requires deliberate and professional effort to brand it appropriately. Branding of the University is essential for creation and protection of the University's distinct corporate image. Corporate branding of the University entails the impression it makes about itself to its audience. The University's communication audience comprises its stakeholders such as current and prospective staff and students, alumni, academia, industry, business partners, regulatory bodies, community and the media.

The corporate image of the University has the potential to make it competitive and attractive to students, staff, academic and industrial collaborators, suppliers, service providers, business partners and sponsors. It is expected that good corporate image of the University will enhance respect, trust, patronage, commitment and loyalty of its stakeholders.

Considering the complex and multidisciplinary nature of corporate branding, the University has developed this Policy to guide its corporate branding strategies and processes. The Policy covers corporate identity, corporate culture, corporate communication and environmental branding.

2.0 PURPOSE

The purpose of the Policy is to manage the development, enhancement and protection of the University's brand by specifying and promoting the correct, clear and consistent use of the University's brand.

3.0 OBJECTIVES

The objectives of the Policy are to:

1. guide the design, production and use of the University's corporate identity products;
2. ensure that the University creates and maintains attractive corporate identity, corporate culture, corporate communication and environmental branding;
3. ensure that the university creates and maintains a reputable corporate brand in the areas of teaching, research, community service and support services nationally and globally.



4.0 SCOPE

The Policy applies to the elements of corporate branding namely corporate identity, corporate culture, corporate communication and environmental branding of the University. Since corporate branding is a shared responsibility, the Policy applies to branding-related behaviour of the University stakeholders such as Management, staff, students and alumni, agents, suppliers and contractors.

5.0 DEFINITION OF TERMS

Brand Architecture: The functional interconnections between the corporate brand and the sub-brands of the University.

Corporate Branding: The practice of designing, creating, protecting and communicating the University's unique identity, culture and environment to its target audience.

Corporate culture: The sum of the behaviour of the University and its staff as shaped by its vision, mission, core values, policies, quality standards and ethics.

Corporate Identity: The distinctiveness of the University as portrayed by its visual identity to its target audience.

Corporate Brand Manual: A document which provides technical specifications of the corporate identity elements of the University and their applications.

Corporate Image: The perception that the audience of the University has about it.

Management: The first line managers who constitute Executive Management Committee of the University comprising the Vice-Chancellor, Pro-Vice-Chancellor, Registrar and Heads of Administrative Directorates.

Staff: All persons in the employment of Ho Technical University.

Sub-Branding: Branding of divisions of the University such as Faculties, Schools, Institutes, Departments, Centres, student residential facilities, sports, businesses and products.

6.0 GUIDING PRINCIPLES

Corporate branding of the University shall be guided by the following principles:

1. **Shared Responsibility:** Corporate branding of the University is a shared responsibility involving Management, staff, students and alumni association of the University.



2. **Multiple and Integrated Approach:** Multiple and integrated corporate branding processes shall be applied in line with best practice.
3. **Effective Communication:** The University's corporate identity and messages shall be communicated correctly, clearly and consistently to the target audience.
4. **Effective Management:** Corporate branding shall be planned, executed, monitored and evaluated for good corporate image and consequent benefits to the University.

7.0 POLICY STATEMENT

7.1 Corporate Identity

Corporate identity comprises corporate visual identity, application of corporate visual identity, academic ceremonial robes, mace, co-branding and sub-branding.

7.1.1 Corporate Visual Identity

1. The University corporate brand name is the University's name which shall be written as either Ho Technical University or HO TECHNICAL UNIVERSITY as appropriate using the specified typeface.
2. The abbreviation of the University's name i.e., HTU may be used in place of the full name of the University where applicable.
3. The University logo is the key corporate visual identity of the University.
4. The University logo shall be adopted by all academic divisions of the University.
5. There shall be anniversary logos to promote anniversaries of the University.
6. The design and modification of University logos shall be considered through the appropriate channel for the consideration and recommendation of the Directorate of Public Affairs, Management and Academic Board.
7. The University Council shall approve University logos.
8. The University corporate colours are blue and red.
9. The University flag shall be used as a representation of the University wherever appropriate.
10. The University flag shall be designed and produced in the form of hoisted and miniature flag.
11. The University colours shall be used in University designs.
12. The Directorate of Public Affairs shall develop a corporate brand manual for the University and ensure its application.
13. The corporate brand manual (for the corporate brand and its sub-brands) shall provide technical specifications of the corporate visual identity elements of the



University and its divisions such as logos (including logo mark, logotype and meaning), colours, typography of names and their abbreviations, flags, mace and other design features as well as the use of the University's identity in relevant areas of their applications.

7.1.2 Application of Corporate Visual Identity

The corporate visual identity of the University shall apply to the design, production, access and use of digital and print documents, communication, publication and products of the University. Specifically, the corporate visual identity of the University shall apply to the following:

1. Stationery including letterhead, envelopes, memo template, complimentary cards, forms, source documents and files,
2. Academic documents e.g., academic attestation, detailed results, transcripts, certificates,
3. Staff and student identity cards, staff name tags, visitors' identity tags, entry passes, etc.,
4. Teaching materials including programme documents, course outlines, course manuals, presentation slides, question papers, marking schemes and score sheets,
5. Presentation slides for conferences, seminars and workshops
6. Digital and print materials e.g., journals, magazines, newsletters and advertisements, policies, reports, project work/dissertation/theses, brochures, leaflets and flyers,
7. Design, placement, maintenance and removal of outdoor advertising as applicable including billboards, signages, banners and posters,
8. Digital communications including website, e-mail signatures, social media, television advertisements and videos,
9. Corporate souvenirs,
10. Business and product branding ie. branding businesses and products of the University,
11. Memorabilia e.g., plaques, citations, trophies, cups,
12. Staff dressing and appearance code e.g., acceptable workplace attires, staff uniforms, University cloth, overall, laboratory coats,
13. Student dressing and appearance code e.g., acceptable students' attires, overall, laboratory coats and students' cloth (of Students' Representative Council and Graduate Students' Association),



14. Dressing and appearance of officials, staff and students as representatives of the University at events such as conferences, seminars, workshops, competitions and meetings,
15. Vehicle branding where applicable,
16. Exhibitions,
17. Decoration of venues for University events,
18. Lecterns for University events and
19. Other related applications approved by the appropriate authority.

7.1.3 Academic Ceremonial Robes

1. The University shall design and produce academic ceremonial robes for Principal Officers, convocation members, graduands (undergraduate and graduate), guests and any other category of persons approved by the University Council.
2. The dress code for University academic ceremonies is official and designated persons shall robe appropriately for University ceremonies.

7.1.4 Mace

1. The University shall design, produce and use a mace at relevant University ceremonies.
2. The mace bearer shall be appropriately dressed.

7.1.5 Co-Branding

1. The University may engage in co-branding with credible partners to enhance the corporate image of the University.
2. Where the University supports or sponsors any entity, the beneficiary entity shall acknowledge the University by using its name and logo.
3. Where the University is a member of a professional body, that body may inform its audience about the University's membership using its name and logo.
4. Where the University collaborates with any university, business or any other entity, the collaborators may promote the University using its name and logo.
5. No other entity shall use the University logo without approval of the Academic Board.

7.1.6 Sub-Branding

Sub-branding comprises branding of academic divisions, staff and student organisations, alumni association, student residential facilities, sports, businesses and



products of the University in line with the provisions of the corporate branding manual.

A. *Branding of Academic Divisions*

1. The names of Faculties, Schools, Institutes, Departments and Centres of the University shall be used correctly to identify them.
2. The abbreviations of the names of Faculties, Schools, Institutes, Departments and Centres of the University may be used in place of their full names where applicable.
3. Faculties, Schools, Institutes, Departments and Centres shall not have any colours different from the University colours.
4. Each Faculty, School, Institute, Department and Centre shall have a vision and mission which align with those of the University.
5. Where buildings are allocated to Faculties, Schools, Institutes and Centres, they shall be branded appropriately including signages.

B. *Branding of Staff Organisations*

Staff organisations in the University shall use the name of the University as part of their names with the recommendation of the Directorate of Public Affairs.

C. *Branding of Student Organisations*

1. The Students' Representative Council and Graduate Students' Association shall use the name, logo and colours of the University in designing their identities such as logos, communication materials and souvenirs.
2. The design and modification of the logos of Students' Representative Council and Graduate Students' Association shall be considered through the Office of Students Affairs and the Board of School of Graduate Studies respectively for the recommendation of the Directorate of Public Affairs and Management.
3. Student organisations of Faculties, Schools, Institutes and Departments shall use the name and colours of the University in designing their association identities such as logos, communication materials and souvenirs.
4. The design and modification of the logos of student organisations of Faculties, Schools, Institutes and Departments shall be considered through the Departmental Committees, Faculty/School Boards for the recommendation of the Directorate of Public Affairs and Management.



5. The Academic Board shall approve the logos of Students Representative Council, Graduate Students Association and student organisations of Faculties, Schools, Institutes and Departments.
6. Student organisations which do not fall under academic divisions shall use the name of the University as part of their names with the recommendation of the Office of Dean of Students Affairs and the Directorate of Public Affairs.

D. Branding of Alumni Associations

1. The Alumni Association of the University shall use the name, logo and colours of the University in designing its identities such as logos, communication materials and souvenirs.
2. The design and modification of the logos of the Alumni Association shall be considered through the Alumni Relations Office for the recommendation of the Directorate of Public Affairs and Management.
3. The Academic Board shall approve the logos of the Alumni Association.

E. Branding of Students' Residential Facilities

1. Student residential facilities shall develop and use their logos alongside the University logo.
2. Each student residential facility shall be associated with one colour which may not necessarily be a University colour.
3. The colours, design and modification of the logos of student residential facilities shall be considered through the Hall Management Committees and Residence Committee for the recommendation of the Directorate of Public Affairs and Management.
4. The Academic Board shall approve the colours and logos of student residential facilities.
5. Student residential facilities shall apply their colours in designing their visual identities (e.g. logos and flags) and decoration of their event venues.
6. Student residential facilities shall have their identities such as flags and slogans.
7. Student residential facilities shall be branded appropriately including signages and hoisting of their flags in front of the facilities.
8. Student residential facilities shall have a vision and mission which align with those of the University.



F. Sports Branding

1. The corporate image of the University shall be enhanced through sports.
2. University sports wears, sports related promotional products and sporting venues shall be branded with the name, logo and colours of the University.
3. Management and the sports Office shall plan, resource, train and manage sports participants of the University in order to enhance the sporting performance of the University.
4. The Sports Office shall ensure that all sporting events are organised to minimise and manage sports-related crises and uphold the image of the University.
5. The Sports Office shall promote its events through digital, print and outdoor media.
6. The Sports Office shall seek sponsorships and partnerships with individuals and organisations that will enhance the University's image.

G. Business and Product Branding

1. The corporate image of the University shall be enhanced through University businesses and products.
2. University businesses and products shall be branded with the name, logo and colours of the University.
3. There may be business logos as identities of the University businesses alongside the University logo.
4. The design and modification of the logos of University businesses shall be considered through the Business Development Office or any other appropriate channel for the recommendation of the Directorate of Public Affairs and Management.
5. The Academic Board shall approve the logos of University businesses.
6. The Business Development Office in consultation with the Management of University businesses shall promote University businesses and products through digital, print and outdoor media.



7.2 Corporate Culture

The corporate culture of the University shall be shaped by its vision, mission, positioning, core values and brand delivery.

7.2.1 Vision, Mission and Positioning

Management shall:

1. Ensure that the vision, mission, positioning statement and slogan of the University are crafted to provide identity and focus of the University.
2. Ensure that staff and students of the University are orientated about the vision and mission through the appropriate media.
3. Ensure that the external publics of the University are informed about its vision, mission, positioning statement or slogan through the appropriate media.
4. Position the University as a strong brand to differentiate the University from other tertiary institutions worldwide.

7.2.2 Core Values

Management shall ensure that:

1. The core values of the University are crafted to shape the behaviour of members of the University community.
2. Staff and students of the University are orientated about the core values through appropriate media.
3. Staff are committed to the culture of decency in dealing with stakeholders of the University such as Management, colleagues, students and the community at large.
4. The external publics of the University are informed about the core values through appropriate media.

7.2.3 Brand Delivery

Brand delivery shall be guided by quality standards and ethical behaviour to ensure customer satisfaction and good corporate image.

A. Quality Standards

1. University businesses including teaching, research, community service, support services, and commercial activities shall be undertaken professionally according to applicable quality standards.
2. Management shall ensure that quality standards are developed and reviewed for various categories of staff to guide performance in the University.
3. Management shall ensure that staff of the University are trained in quality delivery.



4. Management shall ensure that staff are committed to quality delivery.
5. The Directorate of Planning and Quality Assurance shall monitor quality delivery of Directorates, Offices, Faculties, Schools, Institutes, Departments, Centres and Units of the University.
6. Planning and Quality Assurance Committee and Management shall consider quality monitoring reports and make its recommendations to the Academic Board.

B. Ethical Behaviour

1. Management shall publish and circulate ethics related policies to staff and students (e.g., Statutes, Ethics Policy, Code of Conduct, Research Ethics Policy, Anti-Sexual Harassment Policy, Students' Handbook).
2. Management shall educate staff and students about the ethics of the University through appropriate media.
3. The staff and students of the University shall behave in line with the ethics of the University to portray the corporate brand

7.3 Corporate Communication

7.3.1 Internal and External Communication

1. University communication with internal and external audience shall be done professionally to enhance the visibility of the University as a corporate brand.
2. The Directorate of Public Affairs shall plan and coordinate application of the University's corporate identity in digital and print advertisements of the University.
3. The Directorate of Public Affairs shall design corporate presentation slides with relevant text and visual information for official presentations about the University
4. Presenters may use the corporate presentation slides entirely or partially and may add relevant information in consultation with the Directorate of Public Affairs.
5. The University website shall be used as part of the corporate branding of the University
6. The Directorate of Information and Communication Technology shall design and review the University website to meet the information needs, access and usage of the University's audience in line with global university website standards.



7. The Directorate of Information and Communication Technology shall facilitate the update of the University website regularly to reflect the current information about the University.

7.3.2 Public Relations

1. The Directorate of Public Affairs shall conduct public opinion research every two (2) years or earlier where the need arises.
2. The Directorate of Public Affairs shall prepare, execute, monitor and evaluate public relations plans covering corporate branding annually.
3. The Directorate of Public Affairs shall engage the media to publicise University events e.g. matriculations, congregations, investiture, public lectures, conferences, exhibitions, anniversaries, durbars, award events, programme launches, commissioning of facilities,
4. Management shall take proactive steps to minimise avoidable crises in the University among staff and students.
5. Management shall adopt best practices in crises management.
6. Management shall publicise significant achievements e.g., ground-breaking researches and innovation, reputable awards,
7. Management shall publicise major changes in the University e.g., appointment of University Council Members, Key Management Officers,
8. The Directorate of Public Affairs shall engage in publicity through news items, press conferences, press releases, feature articles, talk shows etc.
9. Management shall provide guidelines for public communication of staff and student leaders in order to safeguard the corporate brand and corporate image of the University but the guidelines shall not contravene the freedom of speech and academic freedom.
10. The Directorate of Public Affairs shall prepare and submit public relations report covering corporate branding to management annually.
11. The Directorate of Public Affairs shall carry out its functions to enhance and protect the corporate brand of the University.

7.4 Environmental Branding

The built environment of the University shall be used as part of corporate branding of the University whereby the Directorate of Works and Physical Development shall:



1. Ensure proper planning, construction, renovation, operation and deconstruction of University buildings to enhance the built environment of the University.
2. Design and maintain the built environment of the University including physical planning, architecture, landscaping, horticulture, sculpture, lighting and cleaning to enhance the corporate image of the University.
3. Brand University buildings as part of the corporate branding of the University.
4. Develop building branding code including colour code for walls, roofs and fittings and apply same to its buildings.

8.0 RESPONSIBILITIES

The following authorities and officers shall be involved in the corporate branding of the University:

1. University Council
2. Academic Board
3. Management
4. Planning and Quality Assurance Committee
5. Faculty/School Boards
6. Departmental Committees
7. Residence Committee
8. Hall Management Committees
9. Directorate of Information and Communication Technology
10. Directorate of Planning and Quality Assurance
11. Directorate of Public Affairs
12. Directorate of Works and Physical Development
13. Office of Dean of Students Affairs
14. Business Development Office
15. Sports Office
16. Staff
17. Staff Organisations
18. Student Leaders
19. Student Organisations
20. Alumni Association



9.0 REGULATORY FRAMEWORK

The regulatory framework of the Policy includes the following:

1. Technical Universities Act, 2016 (Act 922) as amended by the Technical Universities (Amendment) Act, 2018 (Act 974) and the Technical Universities (Amendment) Act, 2020 (Act 1016)
2. Statutes of Ho Technical University (August 2018) as Amended
3. Ethics Policy
4. Code of Conduct
5. Research Ethics Policy
6. Anti-Sexual Harassment Policy
7. Students' Handbook
8. Any other policy of the University that relates to its corporate branding

10.0 MONITORING AND REVIEW

This Policy shall be monitored and reviewed by the Directorate of Public Affairs periodically based on emerging trends to ensure its relevance to the University. The Policy shall be reviewed, when necessary, through the appropriate channel.

11.0 AUTHORISATION

This Policy was approved by the University Council on the **30th day of September, 2022**.