

BRAND IDENTITY AND LOGO USAGE

Title:	Brand Identity and Logo Usage
Policy Number:	GA 55/02.17
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Approval and Review:	Revised and approved on October 22, 2024
Issuing Authority:	Development - Communication and Alumni Relations Office

1. RATIONALE

Rafik Hariri University (RHU) strives to foster leadership in an increasingly competitive environment and to extend its presence and identity locally, regionally, and globally. These Visual Identity Guidelines are rooted in RHU's mission and vision, designed to **protect the University's brand identity** and ensure **consistency across all forms of representation**, including publications, stationery, websites, media, and advertising.

The Guidelines provide a well-defined **university logo** and a set of visual standards applicable to all University units. The effectiveness of these guidelines depends on their proper and consistent use in all University communications, both print and digital.

History

Rafik Hariri University was established to provide **high-quality education** and produce knowledgeable, competent graduates to meet the demands of the Lebanese and regional job markets. The University officially opened its doors on **September 15, 1999**.

Vision

RHU envisions offering **quality higher education**, becoming a beacon of knowledge, a brand for academic distinction, and a force for meaningful transformation for all.

Mission

RHU is committed to:

- **Academic Excellence:** Establishing a culture of quality through due process, rigorous academic standards, and hard work.
- **Stimulating Learning:** Creating conditions that nurture imagination, curiosity, and lifelong learning.
- **Values and Responsibility:** Promoting responsible behaviour, tolerance, and freedom of expression and thought.
- **Community Alignment:** Aligning learning outcomes with emerging community needs to maximize students' potential and impact.

RHU equips students with the knowledge and skills necessary for success in the workplace and effective competition in the global community. Using 21st-century educational strategies, RHU leads in shaping education in Lebanon and the Middle East through cutting-edge technology and innovative teaching methods.

Brand Significance

Over the past 19 years, RHU has built a strong image and reputation. Consistent messaging and visuals are critical to:

- Promoting RHU equity to key stakeholders.
- Presenting the University's excellence, significance, and impact.
- Strengthening connections with key audiences.
- Highlighting RHU's pillars: Learning and Teaching, Discovery and Innovation, Health and Wellness, and Community and Culture.

2. POLICY ON LOGO AND BRAND IDENTITY

Definitions

Logo: A logo is a recognizable and distinctive graphic symbol, stylized name, or combination of both that represents Rafik Hariri University. The logo includes approved variations for different applications, along with defined usage guidelines to ensure consistency across all University communications, print and digital media, and promotional materials.

Wordmarks: A wordmark is a graphical representation that unifies the branding of all University units under the RHU brand umbrella. It consists of a block containing the RHU logo combined with the unit's name in a cohesive design, visually conveying alignment with the parent University brand.

Official Typeface: The approved fonts for RHU, either purchased or custom-created, are used consistently across all University communications. The primary typeface is the Montserrat font family, with specified variations and usage guidelines outlined in the Brand Identity Standards Guide.

Color Palette: The official primary and secondary colors for RHU, used consistently across all University communications, marketing materials, publications, and digital media, as defined in the Brand Identity Standards Guide.

Stationery: Official RHU stationery, including letterheads, envelopes, business cards, and other materials. Specifications such as structure, layout, and design details must follow the Brand Identity Standards Guide.

Ceremonial Shield/Seal: The RHU shield or seal, reserved strictly for formal and ceremonial contexts, including flags, memorabilia (e.g., plaques), and commemorative items such as memorial coins.

Trademark: The legal rights associated with the use of the RHU brand, managed in conjunction with the University's legal advisors to ensure proper and authorized usage.

RHU Logo Usage and Brand Identity Guidelines

RHU entities benefit from their affiliation with and support of the RHU brand. **Custom-designed logos are expressly prohibited** for all RHU academic and administrative units. To protect the University's name and ensure consistent representation, the **wordmarks, campus signatures, logo extensions, seal, and spirit marks** may only be used as permitted by this policy and by the RHU Brand Identity Standards guides.

- System and campus units **must use the official RHU logo** with approved campus signatures and logo extensions, as classified in the RHU Brand Identity Standards Guide.
- **No alteration** of University trademarks, wordmarks, campus signatures, or logo extensions is allowed.
- **No unit may create its logo extension** or deploy a sub-brand that conflicts with the RHU brand.
- Units may use their name with the University wordmark **only as outlined** on the brand site.

- University colors and branded elements must comply with Brand Guidelines at the system or campus level for all official and unofficial communications and marketing materials.
- The use of taglines, icons, or graphics **as logos or within logos** for University units is prohibited.
- Official **University letterhead and business cards** must be used in all matters of official University business.
- Use of University trademarks and logos in print and electronic materials, including email and social media, must **conform to brand requirements**.
- All signage must meet official University standards.

Violations

If a violation of this policy is identified, the **Office of Communication and Alumni Relations** will determine the appropriate action, which may include the **redesign, reprint, or modification** of print and/or electronic materials.

Exceptions

Requests to deviate from this policy:

1. Must be submitted in writing to the **Communication and Alumni Relations Office** for consideration.
2. Must first be reviewed and approved by the **RHU Administrative Board**.
3. Require final approval from the **Board of Trustees**.

3. RHU PHOTOS AND VIDEOS – VISUAL BRAND ASSETS

Photos and videos are key elements of RHU's visual identity and play a vital role in promoting the University consistently across all platforms.

Central Repository and Inventory

The **RHU Communication and Alumni Relations Office** serves as the central repository for all University photo and video materials. This office is responsible for:

- Maintaining a **live inventory** of all photos and videos for archival and preservation purposes.
- Continuously **indexing the collection** using relevant keywords for easy retrieval.
- **Curating the collection** to ensure it meets the needs of the RHU community.

Guidelines for Use and Distribution

To ensure consistent and appropriate use of RHU media assets:

- Requests and Processing:
 - Units submit photo/video requests via email or the official request form.
 - Standard requests: 3–5 business days.
 - Complex requests large event coverage: 1–2 weeks prior notice.
- Delivery Formats:
 - Media will be provided in high-resolution digital format for print and digital use.
 - Optional lower-resolution versions may be provided for web or social media.
- Usage Permissions:
 - All photos and videos must comply with RHU brand identity guidelines.
 - Required credits must follow the standard format: *Photo © Rafik Hariri University*.
- Archiving:
 - All distributed media will be cataloged and indexed for future reference.
- Photographer/Videographer Guidance:
 - Photographers and videographers must follow University standards regarding quality,

resolution, and format prior to any event or shoot.

Maintaining a high and consistent image standard is essential to ensure all visual content aligns with RHU branding and visual identity guidelines.

Contacts

Office of Communication and Alumni Relations: 05-603090 Ext. 603-754-755

Designer: Ext. 754

4. STAKEHOLDER IMPACT AND SCOPE

It is the responsibility of all RHU faculty, staff, students, alumni, and members of the general public to familiarize themselves with the policies and procedures relevant to their area of involvement and to fulfill their responsibilities in reviewing requests and completing required forms.

5. RELATED DOCUMENTS

University Design Services Policy
Communication Policy
Visual Identity Guideline
Design Request Form
University Catalogue

6. APPROVAL AND REVIEW

Approved by RHU Administrative Board on October 22, 2024