

## BRAND IDENTITY AND LOGO USAGE

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Title:	<b>Brand Identity and Logo Usage</b>
Policy Number:	GA 55/02.17
Effective Date	September 2018
Issuing Authority:	Development - Communication and Alumni Relations Office

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### 1. RATIONALE

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RHU's goal has always been to foster leadership in an increasingly competitive environment and extend its presence and identity in Lebanon, the broader region, to infinity and beyond. These Visual Identity Guidelines spring from the RHU mission and vision. They come to protect the Brand Identity of the university and bring unity across the various forms of representation of the RHU brand across difference mediums be it publication, stationery, website, media and advertising.

These Visual Identity Guidelines involve well-defined university logo and a set of visual standards and guidelines that apply to all university units. The effectiveness of the Visual Identity Guidelines depends on its proper and regular use by all units in all university communications, print and digital.

#### History

Rafik Hariri University, whose aim is to provide affordable, high quality education and to supply knowledgeable and competent graduates to meet Lebanese and regional job market demands, became a reality and opened its doors for the first time on September 15, 1999.

#### Vision

Rafik Hariri University was established with the vision of offering quality affordable higher education and becoming a beacon of knowledge, a brand for academic distinction and a force of meaningful transformation.

#### Mission

RHU shall: institute a culture of quality by committing to due process, academic excellence and hard-work; set up learning conditions conducive to farming dreams, stimulating imagination and cultivating passion to forever learn; instill the values of responsible behavior, tolerance, and freedom of self-expression and thought; and align learning outcomes with emergent community needs to ultimately transcend students' potential, possibilities, and contribution beyond time and distance.

RHU aspires to equip students with the knowledge and proficiency necessary for future success in the workplace and effective competition in the global community.

RHU employs 21st century educational strategies and is a leader in setting trends and shaping education in Lebanon and the Middle East through endless endeavors to use cutting edge technology and responsive teaching methods.

The image and reputation of RHU has been built over the past **19 years**. It is critical that we promote the RHU equity to our key stakeholders in consistent, coordinated messages and visuals. Presenting the university through consistent messages and images will allow us to better present our excellence,

significance and impact. It will also lead to better connections with key audiences and convey our strengths in *learning and teaching*, discovery and *innovation*, health and wellness, and *community* and culture, i.e. RHU pillars.

Disclaimer: The suggestions and remarks in this presentation are based on personal research experience. Research practices and approaches vary. Exercise your own judgment regarding the suitability of the content. Feel free to contact the Communication and Alumni Relations Office for more info related to the VISUAL IDENTITY GUIDELINES.

## 2. POLICY

### Definitions

- **University Unit** – all colleges, programs, departments, offices and centers that are a part of the university
- **Logo** – Recognizable and distinctive graphic design, stylized name, unique symbol that serves to represent Rafik Hariri University. It generally involves a symbols, stylized text or both.
- **Wordmark** – A wordmark, word mark, or logotype is the distinct text of the word Rafik Hariri University used for purposes of identification and branding.
- **Spirit marks**, are additional images associated with RHU and may be used in publications as design elements, but not in place of the wordmark.
- **Campus signatures** – a version of the wordmark that includes the campus designation
- **Logo Extension** – a version of the wordmark that includes the name of the college, department, institute or other university entity and is created as explained on the system and campus brand identity standards guides.

RHU entities benefit from their affiliation with and support of the RHU brand. As such, the use of custom-designed logos is expressly prohibited for all RHU academic and administrative units.

To protect the name and ensure consistency of representation of the "RHU," the wordmarks, campus signatures and logo extension, the seal, and the spirit marks of all campuses, RHU's Visual Identity Guideline's committee has determined these marks and may only be used as permitted by this policy and in accordance with the requirements listed within the system and campus brand identity standards guides. The following applies to all uses of University logos and trademarks:

- System and campus units are required to use the official wordmark with the approved campus signatures and logo extension, as classified in the **RHU Brand Identity Standards Guide**.
- No university trademark, wordmark, campus signature or logo extension may be altered
- No university unit may create its own logo extension or deploy a sub-brand that conflicts with that of RHU.
- A unit may use its name with the University's wordmark only as outlined on the brand site.
- University colors and branded elements must comply with Brand Guidelines at the System or campus level on all official and unofficial communication and marketing materials, as codified in the **RHU Brand Identity Standards Guide**.
- The use of taglines, icons or graphics as logos or in logos for University units is prohibited.

- The use of official University letterhead and business cards is required in all matters of official University business.
- Use of university trademarks and logos in print and electronic material, including email and social media, must match the brand requirements.
- Signage standards must be met.

### **Violations**

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

### **Exceptions**

Requests for exceptions to this may be presented, as outlined in the RHU System Brand Identity Standards Guide, to the RHU System Brand Identity Standards Committee for consideration.

Any request to deviate from the brand identity standards must be submitted in writing to the University Brand Identity Standards committee and only after the request has first been made to and approved by the campus board. The request must receive final approval from the campus chancellor (if applicable) and/or university president.

### **Contacts**

Communication and Alumni Relations Office: 05-603090 Ext: 755  
Senior Designer: Ext. 603

## **3. STAKEHOLDER IMPACT AND SCOPE**

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It is the responsibility of each RHU faculty, staff, student, alumni, and the general public to familiarize themselves with the policies and procedures relevant to their area of work, and execute their responsibilities in reviewing petitions and completing forms accordingly.

## **4. RELATED DOCUMENTS**

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

## **5. APPROVAL AND REVIEW**

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**Approved by RHU Administrative Board on October 22, 2024**