

USE OF EMBLEM AND GRAPHICS STANDARDS POLICY		
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1.0 Purpose of Policy

The University of Technology, Jamaica Use of Emblem and Graphics Standard Policy has been developed to provide improved clarity to guide the use of University insignia which are fundamental to the identity of the University. This Policy has its origin in the Use of Emblem Guidelines which was previously developed in 2002. The revised document includes graphic standards for the use of the insignia, which is intended to ensure that its use will enhance the visibility and image of the University.

2.0 Introduction

Faculty and staff of UTech, JA may use the UTech,JA insignia (Arms, Flag, Name and Shield) whenever **required** in carrying out their duties. This is subject to the approval by the Registrar on behalf of the Governance Committee. All such use must be in accordance with the particular guidelines set out in this document.

As the insignia are **protected by copyright**, their use by third parties is not permitted, except where authorization has been obtained from the Registrar or where the University has an agreement permitting such use. Faculty and staff shall refrain from encouraging/allowing use of the insignia by third parties, unless specific approval has been obtained. For the purpose of this policy, the expression 'third party' refers to any person, person, group, association, or company other than those employed by the University or those acting on its behalf as agents.

This document provides specific guidance for the use of the University's name and or emblem including but not limited to the following; certificates, signs, apparel, web, power point, advertising, stationery, business cards, forms and envelopes.

The University Community as well as vendors of merchandise bearing the University's name or symbols are invited to familiarise themselves with the requirements.

2.1 Contact Information

If you have questions about use of the UTech,JA Insignia/Emblems, please contact:

Assistant Registrar, University Secretariat
Office of the University Registrar
University of Technology, Jamaica
237 Old Hope Road
Kingston 6
Phone: (876) 927-1680, ext. 2148/2181
Fax: (876) 970-2095
E-Mail: cmortley@utech.edu.jm or mbrown@utech.edu.jm

3.0 Definitions

3.1 Name of the University

- The name of the University is: **University of Technology, Jamaica**
- **The name is not preceded** by “The’ nor is the name complete without Jamaica.
- The correct way to represent the shortened version of the University’s name is **UTech, JA**

3.2 Full Arms

The Full Arms consist of the Emblem and the name of the University.

3.3 Shield

The Shield is represented by the Badge of the Full Arms

3.4 Mascot

The UTech Knights is the official Mascot of the University.

3.5 Motto

“The Motto of the University is

“Magnum per Artem Gestem” which means *“Excellence through Knowledge”*

3.7 College & Faculty Colours

To be presented in Schedule 1

4.0 Guidelines for the Use of the Emblem

1. The Full Arms should only be used on official University endorsed documents such as citations, awards and University endorsed events. An individual is therefore required to have an official connection with the University and be conducting official university business to use the logo/emblem on business cards, letterheads and other stationeries.
2. Use on students' reports or assignments is not permitted.
3. Requests for repeated/continuous use of the Emblem will be determined on a case by case basis. In such cases, the placement of the Emblem for all successive uses shall be in keeping with the approved sample.
4. For events that are not endorsed by the University, members of the University may apply for use of the University Shield.
5. The Emblem/Shield should be placed at the top left hand corner or top centre of degree parchments and certificates issued by the University alone or the University, in collaboration with other academic institutions. Certificates bearing the University Arms must be authorized by at least one University Officer. Any proposed variation of this must be presented for consideration.
6. No writing should appear above Emblem/Shield or to the left of it. (variation only in exceptional cases related to collaborative marketing engagements)
7. The original colours depicted on the original design from the College of Arms should be represented as depicted
8. The Emblem/Shield should not be encircled by lines or decorations.
9. Permission to use the Emblem/Shield must be may be obtained through the University Registrar.
10. All requests for the use of the University insignia should be made at least two weeks in advance of the date of use. A visual representation of the document/material on which the

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Emblem/Shield or any part thereof is used, must accompany the application and is to be presented to the Registrar prior to the distribution/dispatch of finished work.

11. The Registrar must be notified when the activity for which the Emblem/Shield is completed where applicable.
12. The University Emblem/Shield may not be modified, altered, dirtied or distorted in any manner.
13. The Emblem of the University should always be used with the name of the University. Any proposed variation of this must be presented for consideration.
14. The Emblem is not to be used as a watermark and any practice in this regard is to be discontinued.
15. The approval of the Governance Committee is required for any proposed variance in the use of the Emblem/Shield which may prove necessary from a creative standpoint as was the depiction of the Full Arms in UTech, JA 50th logo in 2009.
16. When using the name of the institution, steps must be taken to ensure that reference is made to “University of Technology, Jamaica” in full. Subsequent references may be referenced as “UTech, JA”.
17. Negotiations are to be initiated where collaborations are to be undertaken with third parties re the positioning of the Emblem.

4.1 Obtaining Permission

The use of the University of Technology, Jamaica Full Arms can only be done where an individual has followed the following application procedures:

1. Complete Form & Attach a mock up or sample drawing showing proposed Use of Arms/Shield. The Form is accessible at <http://intrautech/administrative/registrar/university-secretariat/use-of-the-universitys-emblem/microsoft-word-emblem-form-revised-11-05.pdf/view>
2. Submit to University Secretariat – Although the normal turnaround time is less than a week, this response time **cannot** be guaranteed. Applicants are requested to allow for a **processing time of 2 weeks**.
3. Consideration of Requests
Following submission the request will be evaluated by the University Secretariat. Contact will be made if additional information is required.

- a) Standard cases are approved by the AR-US on behalf of Registrar.
 - b) In some cases the matters are referred to the Registrar who may subsequently seek the advice of the Governance Committee prior to responding to requests. Unusual requests may require a presentation by the applicants to the Governance Committee.
 - c) On completion of the process, the applicant is informed of the outcome and supporting documentation communicated electronically which grant authorization and usage guidelines as appropriate.
4. Implementation by Applicant
Approval must be received before the request for the use of the Emblem can be implemented by the applicant.
5. Reporting Requirements
Reports on Use of the Emblem/Shield are presented to the Governance Committee for ratification and to the Council for information.
6. Requests must also be made to use other forms of the UTech, JA insignia. The Application Form has been revised to make provision for these items which include the UTech, JA Flag and the Podium.
7. Unauthorised Use of the Emblem/Shield and Sanctions
Unauthorized use of the Emblem/Shield will be reported to the Governance Committee. Sanctions for noncompliance are addressed in Section 5.

4.2 Scope of Permission

The name “University of Technology, Jamaica” and all abbreviations thereof are considered as property of the University. The aforementioned may only be used to imply either directly or indirectly the University’s endorsement, support, favour, association with, or opposition to an organisation product or service with permission from the University.

5.0 Sanctions for Breaches of the Use of Emblem & Graphics Standards Policy

Staff:

The procedures for sanctions shall be applied in accordance with the provision of Ordinance 1999/15: Staff Redundancy, Discipline, Dismissal, Removal and Grievance Procedures.

Students:

The procedures for sanctions shall be applied in accordance with the provision of Ordinance 1999/14: Student Discipline which is also accessible in the Student Handbook.

6.0 Graphic Standards¹




6.1 Emblem

a) Size

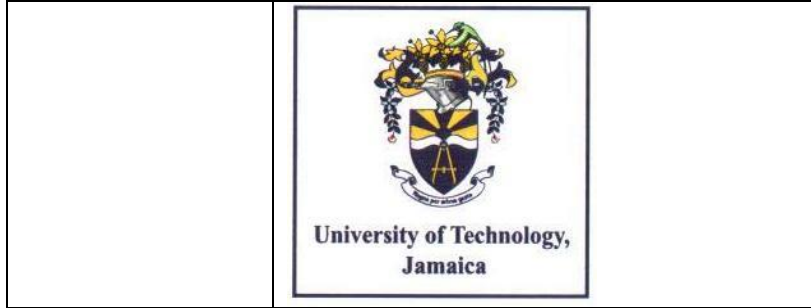
The Emblem should be no smaller than 2.2 cm ($\frac{3}{4}$ inch), and care should be taken not to distort the features of the emblem.

b) Placement

The Emblem should be placed to the Left of the University Name

Left Aligned examples	 <p>University of Technology, Jamaica</p>
	 <p>University of Technology, Jamaica</p>
Centre Aligned	 <p>University of Technology, Jamaica</p>

¹Refer to Schedule 2 for the detailed standards for the use of the Emblem on stationary



c) Orientation

The Emblem and Shield should always be used in an upright position and should not be slanted in any way.

d) Colours

The official University colours are **deep blue** and **golden yellow**. **Deep Blue** should be used as the Primary colour when representing the University. Refer to Schedule 3I for the codified standard for the University's colours in keeping with the provision of the College of Arms.

All effort should be made to ensure the University colours are depicted accurately. The colour palette provides a list of the University approved colours. (See Schedule 4) **e)**

Fonts/Typography

The primary font for UTech is Times New Roman. The University name should be represented using this font only.

To promote uniformity, a recommended set of fonts will be made available for all users.

f) Unacceptable Use

Care must be taken to ensure that compliance with the standards is maintained. The following are unacceptable:

1. Distortion of image – incorrect size of Emblem resulting it appearing 'squashed' or 'too wide.'
2. Use of wrong colours
3. Illegibility of Emblem as a result of distortion of image through the use of incorrect sizing, second generation artwork. The Emblem is not to be screened or any portion thereof. Shadows should not be added or the image altered in any way.
4. Crowding of Emblem - A clear white space should remain around it. It should not be surrounded by lines. Do not print anything over the Emblem.

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5. Rearrangement of Emblem - Do not rearrange the Emblem or use it in any position other than that which appears in this Policy.
6. Improper orientation - Always place upright position.

6.2 Signage

All signs are to carry the correct name of the University and the correct placement of the Emblem. Applications must also be made for uses in this regard showing the proposed design and exact wording.

All signage must conform to these specifications. All signs must conform whether placed on buildings, vehicles or elsewhere to the required approval process elaborated in Section 4.1



6.3 Web Design Standards

Whereas the standards in this manual will apply to the use of the emblem on websites inclusive of social media sites, the specifications for usage on the web will form Schedule 4 to this policy on completion.

6.4 Stationery Specifications

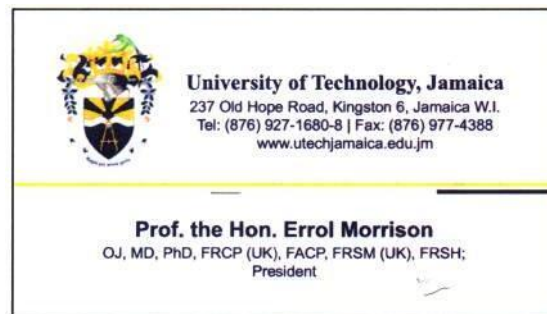
a) Guidelines

The following guidelines must be followed when using the emblem

- No extraneous symbols are to be used on business cards or letterheads
- Personalised letterheads are not permitted
- Business cards must show employees connection with the University ie correct titles indicated via divisions.
- All University Calendars should be prepared under the leadership of the Division of Advancement. College/Faculty/Division Calendars are not permitted. This is in keeping with the corporate image of the institution.

b) Business Cards

Business cards will be printed by the University Printery. More than one design is available from which you may make your selection.



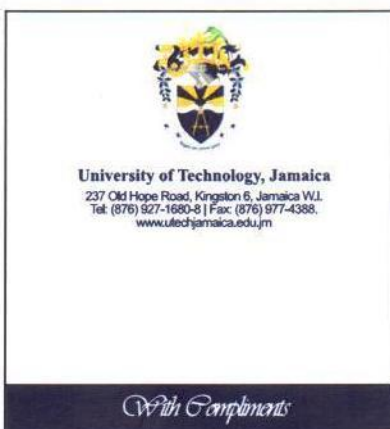
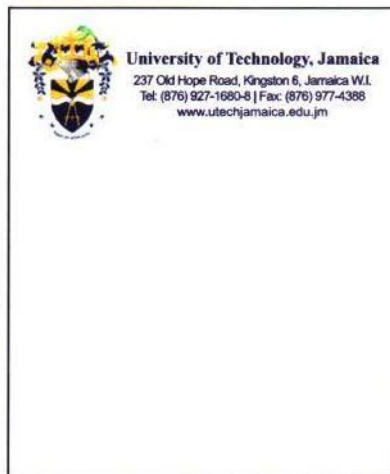
The Business Cards will contain the following information.

- University Name
 - University Address
 - University website
- Name
- Job Title
- Division/College/Faculty
- University Email address
- Contact #s

NB Only University assigned contact information will be printed on cards.

c) Letterheads and Envelops

The University letterhead or envelops are **not to be used for personal communication** and should be used for Official Communication only. Official letterheads and envelops may be ordered from the UTech,JA Printery.





Templates will be provided to ensure correct placement of details for Division/College.

e) **Certificates**

One Day Certificates & Signatories

The University Registrar is to be a signatory on all University certificates. A draft of the layout of the design for these certificates is placed in Schedule 5.

Requests are to be accompanied by a short rationale which includes an outline of the course. All such requests are to be accompanied by the approval from the Board of Undergraduate Studies or the Board of Graduate Studies, Research and

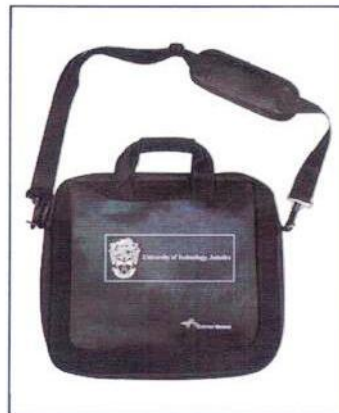
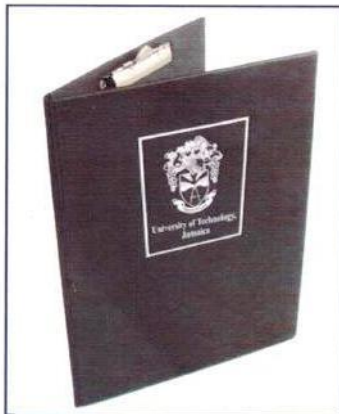
Entrepreneurship or the UTech,JA Academy in the case of academic certificates. In the case of certification for training sessions are to accompanied by the Vice President in charge of the administrative portfolio.

6.5 Advertising & Memorabilia

All Advertisements must be cleared by the Marketing Department. (Refer also to the Corporate Communication and Advertising Policy, June 2012)

a) Memorabilia

Memorabilia form an important part of the advertising of the University and is coordinated by the University's marketing Unit, Advancement Department. The Marketing Unit has the responsibility to ensure consistency of design and copy standards. All these matters are to be brought to the Unit for screening and approval prior to commitment. (Refer also to the Corporate Communication and Advertising Policy.)





b) Apparel

Designs for Apparel must be approved by the Office of the University Registrar. Samples of proposed layout are to accompany the completed Application Form.

7.0 Forms

7.1 Guidelines for Forms

In its continued drive to improve its management systems and infuse uniformity throughout the institution, the University of Technology, Jamaica has adopted the following guidelines for the development and use of forms.

1. All forms developed for use within the University will be coded by the University Secretariat according to the stipulations here indicated.
2. Each Division/Faculty is assigned letter codes as follows:

1.	Office of the President	:PR
2.	Academic Affairs Division	:AA
3.	Division of Planning & Operations	:PO
4.	Division of Student Services and Registry	:AR
5.	Division of Finance and Business Services:	:FB
6.	College of Health Sciences	:COHS
7.	Faculty of Education and Liberal Studies	:FELS
8.	Faculty of the Built Environment	:FOBE
9.	Faculty of Engineering and Computing	:FENC
10.	College of Business and Management	:COBAM
11.	Division of Human Resources & Administration	:HRO
12.	Faculty of Law	:FOLW
13.	Faculty of Science and Sport	:FOSS
14.	Joint Colleges of Medicine, Oral Health & Veterinary Sciences :	:JC
15.	Division of Community Service & Development	:CS

3. These letter codes are to be used in association with three numerical digits as follows:

E.g.: **PR001, PR014** etc.

4. The first form produced in the Faculty of Engineering and Computing for the School of Computing and Information Technology under these new stipulations would carry the code **EC001-scit - scit** there would denote the School of Computing and Information Technology. The first form developed for the School of Engineering would read **EC001-se**. A form for general use throughout the Faculty would carry the code **EC001**.
7. Each College/Faculty/Division is required to keep a book/record of all forms developed within that College/Faculty/Division, date developed and number assigned and any subsequent revisions.
8. The keeper of this book must ensure that the forms meet all the requirements as outlined.
9. All forms intended for dissemination outside of the University must carry the full signature of the University; that is its shield and name properly represented. Reference is to be made to Section 6 for guidance on how the University's signature may be depicted.

To depict shield only

10. All forms must indicate the name of the Division/Department/Unit, as well as purpose of use the date originated. For example a form developed in Procurement for bus requisition would be designed as depicted below.

FB001-ps/05/02

University of Technology, Jamaica
Procurement and Administration Services

Bus Requisition Form

9. In the above example, **FB** is the Division's code, **psis** for Procurement Services and **001** indicates that this is the first form developed in that department. The date is shown as **05/02**, that is, May 2002.
12. **10.** Avoid blocks of capitals and underlining, these make text harder to read. Text which is left justified, is easier to track with the eyes and more accessible to the reader. Italics are harder to read, use them sparingly.
13. Permission must still be sought from the Office of the Registrar for the Use of the Emblem.
14. . Refer also to the guidelines for use of the insignia.

SCHEDULES

- 1. Schedule 1 – Faculty/College Colours**
- 2. Schedule 2- Graphic Standards**
- 3. Schedule 3- Codified colours of the University**
- 4. Schedule 4- Palette for University Emblem**
- 5. Schedule 5- Design for certification**