

QUALITY MANAGEMENT SYSTEM

A.4

TITLE: POLICY: HUGENOTE KOLLEGE TRADEMARK

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I. RATIONALE

Hugenote Kollege is well-known for its excellence in the fields of Theology, Social Reformation and Social innovation and therefore the reputation which is attached to the visual aspects of the College's name and branding is one of its most valuable assets which must be carefully developed, managed and protected in order to distinguish itself from the name, goods and services of other institutions. Furthermore, if properly used, it gives the College a unifying look which is critical for public recognition, which includes its name, marks and symbols associated with it. It is therefore important that the staff and students all share in the responsibilities concerning the use.

2. PURPOSE

The purpose of the Policy is to manage the development, usage and protection of the Hugenote Kollege brand. The aim of the Policy is to ensure that the staff, students, suppliers, and contractors use the brand in accordance with the Brand Guidelines to ensure consistency to maintain the integrity of the brand and to define the roles, procedures and rules of the College as it relates to the accountability in implementation, controlling and management of the brand as representative of the College's reputation.

3. SCOPE

The policy applies to all permanent and contract staff, students, agencies, suppliers, visiting lecturers, academic departments, *ad hoc* groups, sport teams and contractors of the Hugenote Kollege and third parties who have been granted the rights to use Hugenote Kollege brands.

The Policy is applicable to all communications and visual materials, including, but not limited to all forms of media, printed materials, online representations, PowerPoint presentations, signage, clothing, vehicles, communications and representations created by and for all administrative and support departments, schools, student organisations and alumni.

The Hugenote Kollege only recognizes the Hugenote Kollege brand and it is therefore recognized that when schools, departments or programmes create customized visual or graphical identifiers beyond the brand architecture, it results in the delusion and deterioration of the brand and brand identity. No logos will therefore be developed unless approved by the executive management.



The Policy relates to the primary elements of the corporate identity which include, but is not limited to:

- Corporate design – The College's logo, sybols, fonts, graphics, the consistent manner in which they are used in stationery, marketing material, packaging, etc.
- Corporate communication – Advertising, public relations, information, Social Media, etc.
- Visible elements – Name of the College, logotypes, signs, office buildings, advertising, vehicle livery, packaging, letterheads, business cards, etc
- Digital design – Website, MyNotes, etc.

The College will ensure that the necessary action is taken to apply the brand consistently in accordance with the Brand Guidelines to protect it from inappropriate or unauthorized use.

The Policy enables the management of the University brand to:

- Differentiate the College from other institutions to attract high caliber staff, students and partners.
- Link the Brand with the College's vision and mission, reputation, target market and new ventures in a consistent manner.
- Provide direction on the use of the College's brand, official insignia, logos and other branding assets.
- Ensure compliance with the visual corporate identity requirements across the whole College.
- Align resources available for brand management to improve impact
- Provide a mechanism to monitor and review the brand, marketing and communications.
- Provide a process for handling inappropriate or unauthorized use of the Brand.
- Provide a process for all groups to have their artwork approved before production.

4. DEFINITIONS

Advertising: Calling public attention to a product or service of the College to take a particular action.

Barter agreement: A contact wherein parties trade goods or commodities as opposed to sale or exchange of goods for money.

Brand: The name or trademark connectd with the Hugenote Kollege or its products or offerings.

Brand architecture: The structure of brands within the Hugenote Kollege and their relation to each other, as well as the people who come in daily contact with it.

Brand guidelines: The document encompassing the guidelines for the use of relevant logos, templates, style guides, concepts and visual language.



Brand identity: The way a brand presents itself to the consumer by way of its attributes, characteristics and personality.

Brand image: The image of the Hugenote Kollege, including the College's name and logo. The image is designed in accordance with the corporate identity and visibly manifests itself by way of branding and the use of the trademark.

Brand positioning: The distinctive position that the brand adopts to ensure that individuals can tell the brand apart from others.

Brand strategy: The long-term plan for the development of the brand to meet the College's objectives.

Branding: The selection, blending and utilization of tangible and intangible attributes to differentiate product(s), and service(s) of the College in an attractive, meaningful, consistent and compelling manner.

Corporate Identity: A collection of visual elements (such as the logo, corporate colours, etc.), utilised to identify and present the institution to its stakeholders and to differentiate itself from other organisations.

Customer equity: Value of potential future revenue generated by a company's customers in a lifetime. A company with high customer equity will be valued at a higher price than a company with low customer equity.

Design Elements and Principles: Describe fundamental ideas about the practice of good visual design that are assumed to be the basis of all intentional visual design strategies.

Digital Design: The term broadly refers to web design and other areas, includes fields such as web design, digital imaging and 3D modeling, web design, which includes digital imaging, coding, animation, web graphic design; interface design; authoring, including standardised code and proprietary software; user experience design; and a variety of other skills.

Featured Element: The College logo, brand and crest are sacred and no variations of the name or logo are permitted.

Marketing: The various techniques used to attract and persuade consumers – within the College context (this refers to student recruitment, corporate marketing and to specific stakeholders such as staff, alumni, donors, the community, media, etc.).

Reputation: The overall quality or character as seen or judged by people in general.

Signage: Signage is any kind of visual graphics created to display information to a particular audience regarding the name of a building, directions, office numbers, plinths, etc. inside or outside of buildings.

Social Media: Publishing techniques and tools used for integral and popular communications for students and stakeholders alike, through which they create, share, and exchange information and ideas



Tagline: Also referred to as strapline or payoff line. It is a variant of a branding slogan typically used in marketing materials and advertising – “Waar Christenwees Grondvat in Opleiding”

Trademark: A type of intellectual property, and typically a name, word, phrase, logo, symbol, design, image, or a combination of these elements. Terms such as “identifier”, “brand” and “logo” are sometimes used interchangeably with “trademark”. “Trademark”, however, also includes any device which is capable of distinguishing goods and services of one business from those of others.

Typography: Typography is the manner in which the official type, pertaining to font, alignment and spacing is set as stipulated in the Brand Guidelines.

Visual Language: The style of imagery, illustration, photography, typography and layout in marketing communications material and other brand touch-points.

5. APPLICATION OF THE BRAND

- 5.1 The consistent and professional application of the brand in all activities and services will be ensured to foster and grow the College’s reputation.
- 5.2 All material bearing the College’s logo must comply with the brand guidelines which is subject to updates as the brand evolves.
- 5.3 Written approval must be obtained from all other institutions or organisations for the use of their logos and/or trademarks in conjunction with the logos and trademarks of the College.
- 5.4 The College trademark may only be used by persons or entities outside of the College pursuant to an agreement, memorandum of agreement, or sponsorship agreement stating the terms and conditions of use.

6. MERCHANDISING

- 6.1 All merchandise bearing the College’s trademark and logos must be produced by approved vendors. This includes items for all student bodies, etc.
- 6.2 No merchandise or use of the Hugenote Kollege logo and trademarks, nor artwork and designs will be approved when used in conjunction with or making reference to:
 - Drug or drug paraphernalia or services
 - Alcohol, alcohol consumption and/or abuse, or services relating to these goods (except wines as corporate gifts)



- Tobacco products and usage
- Sexually explicit imagery or inferences
- Profanity or inappropriate insensitive language
- Gambling
- Firearms, explosives and fuels or services relating to these goods
- Political endorsement
- Any merchandise judged by the College to be inappropriate, unacceptable, or inconsistent with the practices of the College
- Products or services that present an unacceptable risk of liability; and
- Products or services that are harmful to the mission or image of the institution or will taint or undermine its goodwill.

7. STUDENT ORGANISATIONS AND RESIDENCES

- 7.1 Registered student organisations and residences may develop their own logos to identify their organization/residences but must submit it to management for approval.
- 7.2 The use of the Hugenote Kollege emblem/logo is optional for registered groups.
- 7.3 Student organisations may only use the College's marks and names in a subordinate position to its own name and logo to make the relationship to the College clear, with prior approval.
- 7.4 The College's logo may not be used in the creation of a student organisation's logo and/or identity.

8. CO-BRANDING

The Hugenote Kollege brand may potentially be used when hosting and event, or partnering with a brand for a specific event. In such a case, a co-branding agreement should be reduced to writing and signed by all relevant parties.

9. NOT ALLOWED

- 9.1 The logo may not be altered or changes made to usage as prescribed in the Brand Guidelines.
- 9.2 The Hugenote Kollege trademark may not be used for commercial merchandise unless it is produced by an approved vendor.



- 9.3 The Hugenote Kollege's logo and/or trademarks may not be used to imply an endorsement of goods or services unless authorized by an agreement.
- 9.4 No school, institute, or centre may develop their own new identity, marks, official insignia or logos.
- 9.5 The Hugenote Kollege name, including colours may not be used in a way that gives false impression or could cause confusion regarding the College's relationship to such person or entity.
- 9.6 The Hugenote Kollege trademark may not in any way discriminate against any person or group based on race, gender, sex, pregnancy, marital status, ethnic or social origin, colour, sexual orientation, age, disability, religion, conscience, belief, culture, language or birth or in any other way that would be a violation of the College's non-discrimination policies and practices.

10. MISUSE/NON-COMPLIANCE

- 10.1 Merchandise bearing the College's trademark and produced without proper written consent will be considered counterfeit or infringing on vested rights and subject to available legal remedies. Such actions may include seeking a temporary or permanent injunction against such infringement, the seizure of goods, destruction of the infringing articles, monetary awards for actual and/or damages and other legal remedies.
- 10.2 Non-compliance with the policy will be addressed through the College's disciplinary procedures and may also be subject to sanctions under the relevant legislation.

11. RESPONSIBILITY FOR IMPLEMENTATION

The management is responsible for the existence, implementation and review of the Brand Identity and related policies.

12. RELATED POLICIES

The Hugenote Kollege Brand guidelines

