



# THE UNIVERSITY OF THE WEST INDIES

## MONA CAMPUS, JAMAICA, WEST INDIES

### Brand Identity Guidelines

Our brand is more than our name, our logo, our products and services. Our brand is our attitude, our way of doing things, of behaving, of communicating. It is a consistent expression of who we are both visually and verbally. Our pride in The UWI brand is based on knowing that we are meeting the needs of Caribbean people and the region.

To this end, the Marketing, Recruitment & Communications Office (MARCOMM) has created a platform for direct access to editorial and visual standards to maintain a professional and consistent presentation of the University's identity. By adhering to these established guidelines, all members of the campus community help enhance the image of our University.

Read more about The UWI Brand Identity Guidelines at <https://www.uwi.edu/brandidentity/>.

### Brand Assets

#### Virtual Backgrounds

We have created a variety of background templates to bring a UWI Mona look and feel to your virtual meetings. Show your Pelican Pride on your next virtual meeting or online class.

The services of platforms such as Google Meets, Microsoft Teams and Zoom include virtual background features that allow users to blur their background or display an image as the

background during meetings. To learn how to add and use these backgrounds, visit the virtual background pages for the respective platforms.

## Visual Identity Standards & Official University Logos

In order to maintain our established brand equity, every user of the official University logo is a custodian of The UWI's visual image. Our visual identity standards are based on the principles of:

- **Logo Consistency** - Maintaining logo elements, typeface, colour, proportion, 'clear space', and size guidelines.
- **Consistency of Application** - Maintaining logo placement and prominence across all communications requiring use of the UWI identity.
- **Consistency of Quality** - Ensuring that all uses of the UWI identity communicate a consistent message of quality and excellence.

Logos and marks should not be modified, stretched or distorted, or altered beyond these our brand guidelines. The Marketing Office stands ready to help all campus units implement these guidelines correctly. Please contact [marketing.communications@uwimona.edu.jm](mailto:marketing.communications@uwimona.edu.jm) for further information.

## Presentation Templates

Members of The UWI community (both academic and administrative) often prepare professional presentations. PowerPoint presentations should reflect and maintain the University's visual identity. Choose any of the branded PowerPoint templates to elevate your next presentation.

## Email Signature

The following are recommended guidelines for e-mail signatures for staff e-mail accounts.

Employee's full name (BOLD/CAPS LOWER CASE)

Employee's job title Office attached (NORMAL/CAPS LOWER CASE)

The University of the West Indies (BOLD/ALL CAPS)

Campus location Country, West Indies (BOLD/LOWER CASE)

T: (country code) – number F: (country code) – number E: official uwi email address (NORMAL/CAPS LOWER CASE)

Disclaimer CONFIDENTIALITY: This email (including any attachments) may contain confidential, proprietary and/or privileged information. Any duplication, copying, distribution, dissemination, transmission, disclosure or use in any manner of this email (including any attachments) without the authorisation of the sender is strictly prohibited. If you receive this email (including any attachments) in error, please notify the sender and delete this email (including any attachments) from your system. Thank you.

(8 pt NORMAL/CAPS LOWER CASE)

**NOTE:** It is recommended that staff refrain from the use of quotes or epigraphs in order to avoid the potential confusion of external audiences assuming a particular statement represents the University's official slogan, ideology, or brand promise.