

CE010(01)



Communications Office

UNIVERSITY OF LIBERAL ARTS
BANGLADESH

POLICY

NOVEMBER 2020



Updates

Original: June 2019

Modification:

November 2020

Mission

The Communications Office of the University of Liberal Arts Bangladesh (ULAB) (henceforth referred to as University) will facilitate the communication of the University's mission, values, goals, education, and facilities to its internal, external, and prospective stakeholders. It will brand the University among its stakeholders as a site of quality education and facilities, educate its stakeholders about Liberal Arts, Sustainability, and Active Learning; promote a sense of pride in being a ULABian; and assist in increasing student enrollment.

Scope

This policy applies to all Faculty members, Administrative members, and Students.

Policy History

Effective Date: June 15, 2019

Approval: June 15, 2019

Maintenance of Policy: Communications Office

Policy Statement

All communications, print and digital, must adhere to University-approved branding guidelines. All content owners throughout the University are responsible for ensuring the accuracy and appropriateness of the communications coming from their respective offices. Marketing and communications to prospective students and families should be approved through and by the Management. Marketing and communications to alumni should be coordinated/approved through the Alumni Office.

Marketing and communications must align with the University's mission and identity, must respect the dignity and privacy of all members of the University community, and must not violate standards of behavior and conduct as outlined in the Policies and Procedures Handbook for employees or the Student Handbook. Failure to observe these standards of behavior will result in disciplinary action in accordance with the University's policies and procedures.

These communications policies outline the rules and regulations that govern the representation of the University of Liberal Arts Bangladesh to all internal and external audiences. These policies extend to all forms of communications and apply across all channels and communication vehicles in which the University is being represented as an institution. The purpose of these policies is to ensure that all communication that takes place on behalf of the University is done in a manner that is consistent with the University's quality standards, branding and visual identity manual, style guideline and strategic positioning.

The Communications Office will also work with retained agencies for brand promotion and outreach programs, ensuring that the University's image and identity are upheld in a positive light.

No part of the University's brand identity can be used to promote private businesses or for individual purposes.

1. MEDIA AND PUBLIC RELATIONS POLICY

The Communications Office at the University of Liberal Arts Bangladesh (ULAB) exists to strategize and provide accurate, timely, and pertinent information about ULAB to internal and external audiences through mediums including social media, University website, events, emails, and all other forms of communication.

The Communications Office acts as the official voice for ULAB either through direct initiative, responsive contact, or through orchestration with others within the ULAB community.

The Communications Office should be advised of all contact by ULAB Faculty and Administration members with the media or outside publications to ensure that the office is aware and up to date with all key contacts when representing ULAB's interests. Any request for interviews or profiles of ULAB Faculty, Administrative members, or Students with media or publications should be orchestrated through the Communications Office in order to ensure consistency of message.

The Communications Office will be the sole area responsible and authorized to produce and disburse press releases on behalf of ULAB or any of its Centers, Clubs, and departments. Anyone in the University wishing to communicate an issue in this manner must contact the Communications Office prior to any publication.

If any press coverage is required for an event or activities, the concerned entity will submit the Photo/Video/PR Request form (Location: Website) at least 3 days prior to the event date with a short write up about the event.

2. SOCIAL MEDIA POLICY

ULAB uses social media as a place for prospective students, current students, alumni, and the ULAB community to interact, ask questions, and discuss topics or events relevant to the University.

The Communications Office at ULAB reserves the right to the postings in their social media accounts like Facebook, Twitter, Instagram, and YouTube. The University, and therefore, the Communications Office, reserves the right to block individual accounts and/or remove comments, links, photos, or other content from the social media sites for any reason, including but not limited to, harassment and personal attacks, derogatory or defamatory comments, vulgarity and profanity (including expletives and letters followed by dashes), commercial promotion, off-topic posts, improper use of intellectual property or copyrighted material, or otherwise inappropriate content.

Department or office social media pages should advisedly share content from ULAB's official verified social media platforms.

3. PHOTO & VIDEO POLICY

The Communications Office may take photographs of events and activities for the purpose of communication, promotion, and academic collaboration for the University and its mission, depending on the availability of a photographer to cover the event. Photographs will be delivered to the concerned departments or offices who will be responsible for preserving them.

The Communications Office can provide a photographer on request. The request must be made using the Photo/Video/PR Request form (Location: Website) at least 2 days prior to the event date.

The Communications Office will assist with the hiring of an external videographer should the need arise or depending on the request. The Communications Office is currently not equipped to support videography.

4. LOGO USAGE POLICY

A consistent identity helps build and maintain reputation. Logos which are used regularly throughout an institution will create a unique identity and reinforce its reputation.

To accomplish this, ULAB has created a visual identity style guide that will bridge our campuses, departments, and administrative offices with the ULAB seal and the name "ULAB University of Liberal Arts Bangladesh" - an asset that we all proudly share.

Every member of ULAB has an important role in upholding this identity by using it in university communications, including print and electronic formats, in the formats and styles described below.

This policy applies to, but is not limited to, the materials listed below.

- Internal and external reports
- Internship reports and dissertations
- Publications for alumni and donors
- University website
- Departmental program information
- Periodical magazines or newsletters
- Videos
- Social media profiles
- Stationery and business cards
- Event promotional materials (e.g., banners and posters)
- Advertisements (print and digital)
- Promotional items and merchandise
- Campus signage and vehicles
- Clothing
- Mobile apps



BRAND IDENTITY COMPONENTS



ULAB Seal



ULAB Logotype





COLORS



ULAB Seal



The ULAB seal consist of 4 colors.

1. White
2. Black
3. Sky Blue
4. Golden Yellow

	CMYK 4-color printing	RGB	HEX
	0-0-0-0	255-255-255	#FFFFFF
	0-25-100-0	255-194-14	#FFC20E
	70-20-0-0	52-163-220	#34A3DC
	0-0-0-100	35-31-32	#231F20

These colors may not be changed or substituted for any reason.



	CMYK 4-color printing	RGB	HEX
	100-50-0-0	0-113-188	#0071BC
	0-25-100-0	255-194-14	#FFC20E

ULAB Logotype

The Logotype and name consists of two colors.

1. Blue
2. Golden Yellow

Blue is the color used in all communications. These colors may not be changed or substituted for any reason.

TYPOGRAPHY

Fonts

- CastleT
- Adobe Garamond Pro

Castle T (True Type Version) and Adobe Garamond Pro are the primary fonts used on all University media.

Arial or Calibri may be substituted for CastleT for online and Microsoft Applications, but never in the logotype.

Times New Roman may be substituted for Adobe Garamond Pro for online and Microsoft Applications, but never in the logotype.

Font and Color in the ULAB Logotype

When used as a logotype, the name of the University and its acronym (“UNIVERSITY OF LIBERALARTS BANGLADESH” and “ULAB”) must always be written in upper-case letters.

When used as a logotype, the name of the University and its acronym must be in CastleT Book, with no exceptions. They must be in regular weight. Bold, Light, Condensed, and/or italics are not permitted.

When written as text, they may be in the same font as the document text, and the full name may be written in both capital and lowercase letters, e.g., “University of Liberal Arts Bangladesh.”



Acceptable Uses:

ULAB

UNIVERSITY OF LIBERAL ARTS
BANGLADESH

UNIVERSITY OF LIBERAL ARTS BANGLADESH

Unacceptable Uses:

Ulab ulab

UNIVERSITY OF LIBERAL
ARTS BANGLADESH

University of Liberal Arts Bangladesh

UNIVERSITY OF LIBERAL ARTS BANGLADESH

UNIVERSITY OF LIBERAL ARTS BANGLADESH

UNIVERSITY OF LIBERAL ARTS BANGLADESH

University of Liberal Arts Bangladesh

UNIVERSITY OF LIBERAL ARTS BANGLADESH

LOGO METRICS



The ULAB logo signature represents the university in all its activities. It is the foundation of our identity and is used on a wide variety of media and marketing materials.

The logo signature consists of the following elements:

1. the ULAB seal
2. the logotype



The ULAB seal is a U-Shaped seal consisting of many meaningful elements.

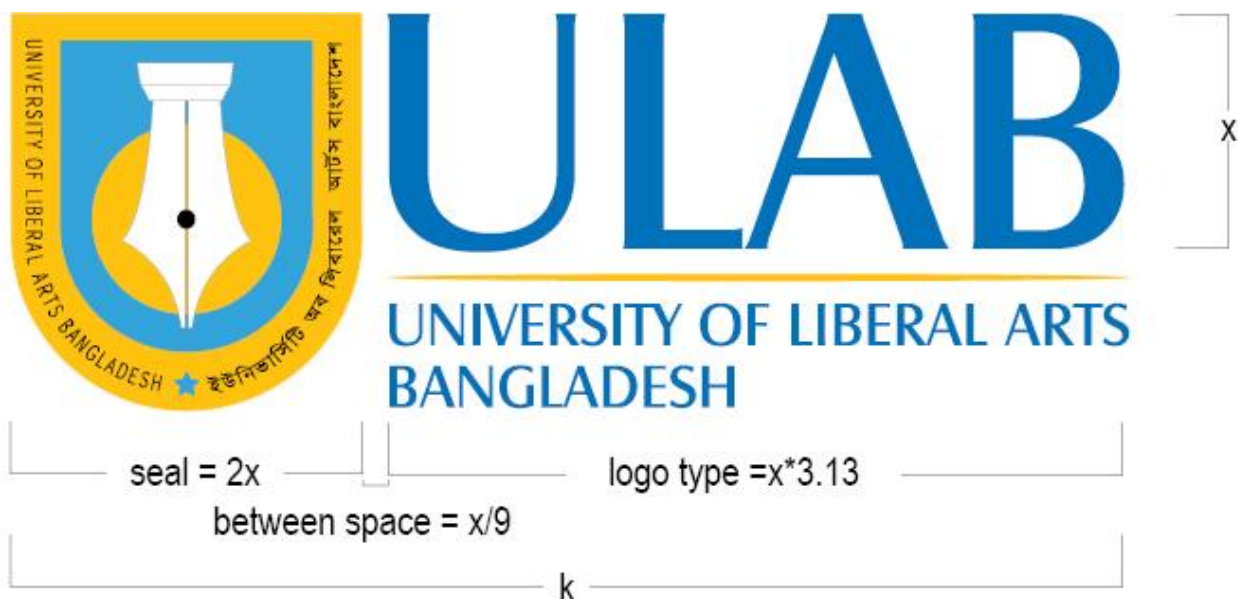
- | | |
|---------------------------------------|---|
| U-shape | - a crest, "U" for the University, a modern design |
| University name in English and Bangla | - the name of the university, the Bangla-language heritage of Bangladesh. |
| White fountain pen | - knowledge passed down through the ages |
| Golden disk | - sun, light of knowledge, central disk in the Bangladeshi flag |
| Blue field | - limitless sky |
| Blue star | - north star, guiding star |



The ULAB logotype consists of three elements:

1. The official acronym of the university: "ULAB"
2. A flattened golden disk elongated to the length of the "University of Liberal Arts"
3. The full name of the university in capital letters: "University of Liberal Arts Bangladesh"

The full name is broken across two lines after "Liberal Arts" so that emphasis is given separately to the two identities of the university: "Liberal Arts" and "Bangladesh."



seal $2x = a$, between space $x/9 = b$, logo type $x*3.13 = c$

$a + b + c = k$

The logo must not be distorted in any way when resizing. Care must be taken to ensure that the aspect ratio is maintained at all times.

REVERSE LOGO

ULAB logo has a reverse version (white) where the seal is constant but the logotype is in white.

The original logo shall be used on light backgrounds and the reverse version shall be used on dark backgrounds for better visibility of the logo.

LOGO PLACEMENT

The placement of the ULAB logo is crucial for branding. The Communications Office ensures the right placement of the logo and encourages all departments, centers, and offices to ensure the right placement of the logo in all self created materials and in events held in collaboration with external entities, in order to maintain a consistent brand policy.

Designed Item	Single Logo Usage	2 Logo Usage	3 Logo Usage
Poster, Backdrop Banner	ULAB logo on top right	ULAB logo on top right Department/ Office/Center logo on top left	ULAB logo on top right Department/Office logo on top left. Other logo in the center
X Banner	ULAB logo on top right	ULAB logo on top right Department /Office/Other logo on top left (depending on the size or else in the bottom left)	ULAB logo on top right Department /Office logo on bottom left. Other logo on bottom right.
Any other print material	ULAB logo on top right		
Social media posts	ULAB logo on top right	Department/Office/Other logo on top left	Department /Office logo on top left Other logo in the center

NEW LOGO CREATION

For the creation of any new logo, a request with the rationale must be made to the Vice Chancellor.

Once permission is granted, the Communications Office must be informed of the requirements.

The designers at the Communications Office will create the logo according to specifications provided by the concerned party. The designers will ensure that no part of the standard logo usage policy is violated.

Once the logo is created, the concerned party will be responsible for ensuring the final approval from the Vice Chancellor with the Communications Office in the loop through the whole process.

APPROVED VARIATIONS OF LOGOS

The logos below are approved and in current circulation. Any logo in circulation that is not on this list is considered to be invalid. The concerned party must either immediately cease the usage of the logo or request for approval from the Vice Chancellor.

Departments



Department of Business Administration
UNIVERSITY OF LIBERAL ARTS
BANGLADESH



Department of Computer Science & Engineering
UNIVERSITY OF LIBERAL ARTS
BANGLADESH



Department of English and Humanities
UNIVERSITY OF LIBERAL ARTS
BANGLADESH



Electrical & Electronic Engineering
UNIVERSITY OF LIBERAL ARTS
BANGLADESH



Electronics & Telecommunication Engineering
UNIVERSITY OF LIBERAL ARTS
BANGLADESH



Department of Media Studies and Journalism
UNIVERSITY OF LIBERAL ARTS
BANGLADESH



General Education Department
UNIVERSITY OF LIBERAL ARTS
BANGLADESH

Schools



Administration





Research Centers



5. EVENT MANAGEMENT POLICY

The Communications Office organizes the central events of ULAB (for instance, International Mother Language Day, Independence Day, National Children's Day, National Mourning Day, Foundation Day, and Victory Day). The office also organizes any special events prescribed by the Management.

The Communications Office also supports different departments, centers, and offices in organizing their events by designing the materials and managing the program as required.

In case a department, center, or office requires support, it is advisable to send the Service Request Form (Location: Website) 5 working days prior to the date of the event.

Central program/event management activities include, but are not limited to, preparing schedules, approving the budget, finalizing the guest list, liaising with and receiving the guests, arranging for refreshments, selecting and coordinating with the emcee, designing/ordering crests and gifts, photography, videography, promotion of the event, LIVE social media telecast, interviews, and all PR-related activities.

6. MARKETING AND OUTREACH POLICY

The Communications Office works on Marketing and Outreach programs in both English and Bangla medium colleges and schools. In addition, the Office organizes outreach programs for the mass target market through various marketing activities.

Various activities are organized for different target populations. ULAB prefers BTL(Below the Line)activities which engage students in events.

The Office also conducts direct marketing campaigns. ULAB engages with teachers of different colleges nationwide through its marketing activities.

The Office conducts marketing campaigns through events such as Academic Quizzes in major cities around the country, Campus Tours, Campaigns in District Colleges, ULAB Corner distribution in different colleges and schools, Presentations and Workshops in English medium schools, and participating in various events.

The Communications Office reserves the right to modify and update this policy as and when needed.



A handwritten signature in black ink, reading "Arifa Ghani Rahman".

Approved By

Arifa Ghani Rahman

Associate Professor, Department of English & Humanities (DEH)

Advisor, Communications Office

Email: communications@ulab.edu.bd

Phone: +880 173 008 7041

Website: <https://communications.ulab.edu.bd/>