

GUIDELINES FOR THE PRODUCTION OF MARKETING AND PUBLICITY MATERIAL

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GUIDELINES FOR THE PRODUCTION OF MARKETING AND PUBLICITY MATERIAL

These Guidelines are intended to ensure that potential and actual applicants and their advisers have access to information about the status of courses delivered in Partnership between the Partner and Teesside University.

Unless otherwise stated, these Guidelines relate to the production of both general and specific marketing and publicity material including prospectuses, advertisements, course leaflets, flyers, and posters. **They also apply to information published on websites, other electronic formats such as e-communications and the use of student profiles.**

- 1) The Teesside University logo must appear in the following key promotional material:
 - Course leaflets/brochures specifically promoting the courses awarded by the University.
 - The appropriate Partner prospectus.
 - The Partner website.
- 2) Partners are also invited to use the University logo in other appropriate marketing material. The Partner should not use their logo in conjunction with the University's logo without prior permission. Use of third-party logos, or claims, must be approved by Teesside University.
- 3) The University logo must be used in accordance with the [University's Corporate Identity Guidelines](#).

The University logo and Guidelines will be made available to the Partner.

- 4) When referring to the University awards delivered by the Partner, the following Teesside University logo should appear with the following statement:

“X course is delivered in Partnership with Teesside University”.

Or; if more appropriate the logo can be used next to a course within a listing accompanied by a key to explain;



Delivered in Partnership with Teesside University

Where appropriate, these details should be expanded to include information regarding location of delivery.

- 5) Partners are encouraged to use the University logo and Partnership statement on their official letterhead. This information must be displayed using a standard format.

- 6) Partners are encouraged to use external and internal signage to promote their Partnership with the University. The University can provide external and internal signage artwork.

In circumstances where the Partner copy needs approving, then it should be sent to the University's Student Recruitment and Marketing (SRM) via email at Marketing@tees.ac.uk.