



Policy on Branding

(Approved by the President on May 14, 2008)

I. PURPOSE

Both for-profit and non-profit organizations benefit from promoting a cohesive and unified image in the public sphere. Branding is one important way to promote a consistent, unified, positive image of UMBI in the public view.

All UMBI faculty, staff, and stakeholders depend on a consistent and positive image of UMBI, since we depend on the scientific community, government, and general public to support UMBI research, educational and economic development activities.

UMBI is unique and separate from the other USM institutions. While we are proud to be part of this august group of institutions, a robust brand makes it clear that UMBI has a unique identity, mission, and culture.

II. POLICY STATEMENT

- A. UMBI has established [Branding Guidelines](#) to assist faculty and staff in the development of presentations, documents, web pages, and other materials to support UMBI activities.
- B. Faculty, staff, students, and other appointees are expected to be aware of and to follow the Branding Guidelines.
- C. Responsibility for the Branding Guidelines rests with the President or designee.