8 PUBLICITY AND MARKETING MATERIALS

The ADQE office will ensure the accuracy of the public information, publicity and promotional activity provided to registered and prospective students on collaborative courses where this pertains to the partner’s relationship with the University. In addition, the Publications Office will advise on the correct use of the University’s name and logo. Through this approval process the University assures itself of alignment with Chapter B10 of the QAA Quality Code and its obligations under Consumer Protection law.

In line with our Memoranda of Agreement with partner institutions it is vital that all publicity and marketing materials are sent to both the ADQE (Partnership) Office (i.costello@sussex.ac.uk) and the Publications Office (publications@sussex.ac.uk) for prior approval. This includes information on:

- partner websites,
- signage,
- artwork,
- prospectuses,
- student handbooks,
- social media.

We aim to ensure that material is checked and approved within one week of receipt.

Guidance for using:

8.1 The University's Name

The University must always be referred to as 'University of Sussex', never ‘Sussex University’ or ‘Sussex Uni’ in official documents. After the first mention in the same context, it is acceptable to use ‘Sussex’.

8.2 Terminology for the partnership

When referring to the partners’ relationship with the University, the correct terminology should be used:

<table>
<thead>
<tr>
<th>Full partners</th>
<th>The partner institution is:</th>
<th>“A full partner of the University of Sussex”</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Courses validated by the University are:</td>
<td>“Validated by the University of Sussex”</td>
</tr>
<tr>
<td></td>
<td>Students on Sussex-validated courses are:</td>
<td>“Affiliate students of the University”</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Associate partners</th>
<th>Courses validated by the University are:</th>
<th>“Validated by the University of Sussex”</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Students on Sussex-validated courses are:</td>
<td>“Affiliate students of the University”</td>
</tr>
</tbody>
</table>

Note that courses which have been approved by the University’s Portfolio Approval Committee (PAC) to proceed to validation but are yet to complete the validation process can be publicised with the clause ‘subject to validation’.
8.3 The University of Sussex logo

You are welcome to publish the University of Sussex logo alongside a partnership mention in line with the terminology in 8.2. The logo should appear below or alongside the partnership mention where it appears on the website or publication.

The Sussex logo should not appear as a cobrand or equal brand to that of the partner, e.g. the Sussex logo should not be applied as the main brand or cover brand in marketing literature. Note that associate partners cannot use the University brand at institution-level.

Please contact the University of Sussex to request the use of the University’s logo each time you need it for publication. Please send your request, along with a link or PDF showing the context of the logo’s appearance and the format/colour required to: publications@sussex.ac.uk.

We will aim to respond to logo requests at short notice, but to ensure a response, please allow 7-10 days before your publication deadline.

The Sussex logo is available in black on a white background, blue on a white background or in white with a clear background that can be placed over any strongly contrasting plain colour.

We ask that you do not stretch or squash the logo, or overlay it with other graphics or photography and please ensure that it always appears in an appropriate resolution for the publishing medium.

We ask that you do not store copies of the Sussex logo on servers or disseminate it in any way.

8.4 Social Media

On social media language can be less formal as we can use abbreviations and shorthand, but it is important to retain the partner’s branding, sense of identity and to represent the partnership correctly.

When using social media:

- tag the University’s twitter (@uniofsussex) and Facebook (University of Sussex) handles
- use abbreviations in line with the guidance contained in this section of the handbook.

8.5 Required to Publish

Since September 2012, HEFCE-funded universities and colleges have been required to publish the following information on their web sites –

Student satisfaction data
Course information data
Employment and salary data
Accommodation costs
Financial information, such as fees
Student union information
There needs to be a Key Information Set (KIS) for all undergraduate courses (including part-time) for 2016/17 on which students at HEIs are registered, or which are run through private providers who subscribe to the QAA. Undergraduate courses taught through further education colleges will also require a KIS.

The only exceptions are short courses (one year full-time equivalent or less), postgraduate courses, those delivered wholly overseas, and closed courses.