



MARKETING PROCEDURES  
AND ADVERTISING CODE  
FOR REPRESENTATIVES

JLJS111120



## **MARKETING PROCEDURES AND ADVERTISING CODE FOR REPRESENTATIVES**

### **1. KEY TERMS**

- 1.1 A Representative is an organisation who is contracted to recruit students on behalf of Arden University for their undergraduate and/or postgraduate distance learning (DL) and/or blended learning (BL) programmes or apprenticeship provision.
- 1.2 Any marketing undertaken by Representatives for recruitment on behalf of Arden University must comply with UK Competition and Markets Authority (CMA) in relation to Higher Education sector, QAA Quality Code and British Council Good Practice.

### **2. MARKETING APPROVAL PROCEDURE**

- 2.1 Representatives who wish to access Arden University marketing collateral must submit a request to the Director of Business Development (or nominee). An assessment of the Representative website and social media pages will be undertaken by the Senior Quality Manager, in consultation with the Senior Marketing Manager.
- 2.2 On approval, the Representative will be provided with the Arden University logo and messaging for the Representative's website or another forum (including on social media platforms).

### **3. MONITORING OF APPROVED MARKETING AND PUBLICITY MATERIAL**

- 3.1 The Senior Quality Manager will maintain a log of all marketing requests from Representatives and undertake periodic reviews of published materials. The monitoring activity will ensure there is no deviation from University approved copy and that marketing standards are maintained by Representatives. The review will check:
  - Representatives do not misrepresent their general position to promote, market and recruit
  - Representatives do not make any claims to have authority to admit or offer places to prospective students
  - Representatives do not request any payments from students, unless it has been notified and agreed by Arden University
  - Representatives do not sub-contract their obligation and duties to other parties unless it has been notified and agreed by the University
  - Representatives do not misuse Arden University identity or logo for any other purpose
- 3.2 In the event a cause for concern is identified, the Senior Quality Manager will notify



the Representative and the University Registrar. The Registrar will decide if immediate remedy can be undertaken or if the Representative Agreement will need to be terminated. Following a decision to terminate, the Representative will be informed, and the Representative will be removed from the approved Representative Register at Arden University.



#### 4. MARKETING AND PUBLICITY CONTEXT

- 4.1 In promoting Arden University to prospective students, all Representatives granted marketing approval play an important role in communicating the University's brand in the UK and across the world. Arden University recognise ultimate responsibility to ensure Representatives promote the University in an accurate and consistent way. To ensure this happens, the University has developed this Advertising Code with which all Representatives must comply to, once approval has been granted on marketing collateral.
- a. This Advertising Code covers the language which must be used by Representatives granted marketing approval, to describe the University, its provision and structure, and the relationship between the Representative and the University.
  - b. This Advertising Code can be used in conjunction with the 'Representative Guidelines' attached to the Agreement.

#### 5. REQUIREMENTS OF ALL REPRESENTATIVES GRANTED MARKETING APPROVAL

- a. The Representative shall:
  - i. Comply at all times with the written instructions provided by the University with regard to branding and marketing;
  - ii. Be responsible (at its own cost and expense) for creating and developing marketing and publicity materials;
  - iii. Ensure that all Arden University marketing materials produced are complete, accurate and not in any way misleading;
- b. Representatives must update, dispose of or withdraw (as appropriate) any marketing collateral within 30 days of the termination or expiry of the Agreement with the University or any change to the Representative status under the Agreement.
- c. **Describing the University and Arden University Programmes**
  - i. To minimise the risk of misleading information, Representatives granted marketing approval should where possible direct prospective students to the University website for fully detailed information on the following:
    - Start dates
    - Course fees
    - Entry requirements
    - Accreditations
    - Links to content on University website
    - Course modules
    - Course structure
    - Teaching and assessment methods



**d. Describing the Representative relationship with Arden University**

- i. Representatives granted marketing approval are entitled to state that they are authorised Arden University recruitment Representatives.
- ii. Representatives granted marketing approval must:
  - Not use any phrases or terms which imply a 'partner', 'partnership' 'academic partnership', 'collaboration', 'accreditation' or 'franchise' with the University;
  - Make clear that it is the University that is the awarding body for all qualifications, and not make any indication it is the Representative itself;
  - Not use the phrase 'our programme' or 'our course' (or any other similar phrase that would indicate the same) when referring to the Arden University Programmes.

**6. BRAND USAGE GUIDELINES, INCLUDING USE OF LOGOS IN NEW MARKETING AND PUBLICITY MATERIAL**

**a. Arden University 'logo'**



- i. Arden University's logo is represented by a dynamic letter 'A', the birds represent a sense of freedom, release and the beginning of a journey. The core Arden University brand colours: Tiffany & Midnight are the Arden University lead brand colours and are a key feature of the logo. The logo should be reproduced wherever possible in full colour as per the example above.
- ii. When this is not possible due to reproduction issues or printing techniques, then the secondary brand colours may be used for the Arden University logo, as below.





iii. Arden University Brand Colour palette – All colour reproduction of Arden University brand logos must adhere to the pantone references detailed below.

<p><b>TIFFANY</b></p> <p><b>MIDNIGHT</b></p> <p><b>DEEPCGREY</b></p>	<p>#65C1BE PANTONE 570C C60 M0 V30 K0 R101 G193 B190</p> <p>#002B4F PANTONE 7463C C100 M60 V14 K63 R0 G43 B79</p> <p>#3F4952 PANTONE 7540C C71 M52 V45 K48 R63 G73 B82</p>	  
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Representatives must ensure that the correct logo size is used for the item being produced. The Arden University Logo will be available in the most common formats needed for design & print use: CMYK or RGB as either Jpeg or PNG files. Other file sizes and formats may be available upon request but would require a minimum of 10 working days turnaround time.

### Logo Do's & Don'ts



Omit any part of the logo



Change to a non approved colour



Change the alignment or size of logo elements



Use pale tints of the logo



Make up subsidiary versions of the logo



Use overcomplicated background

Please don't alter the logo or change it from its original form. So for example, don't:



## **b. About Arden**

- i.** The statements below may be used to describe Arden University and its position in the marketplace:
  - Arden University – <https://arden.ac.uk>– is a leading UK-based provider of flexible, online and blended learning supporting thousands of students around the world.
  - As an established pioneer in online learning Arden offers learners personalised academic and digital-skills support from enrolment right through to graduation.
  - Offering online 24/7, multi-media learning materials and a leading-edge virtual classroom study portal called ilearn students enjoy exceptional flexibility.
  - Blended learning combines face to face, tutor-led teaching at one of Arden’s six Study Centres in London, Manchester, Birmingham and Berlin with self-study time online.
  - Arden sees student learning opportunities as the key to embedding knowledge and helping to grow and develop graduates that are fit and ready for the workplace.
  - Course content across specialisms in Business, Law, Psychology, Marketing and Computing is focused on furthering career progression and improving workplace potential and many courses are accredited from UK professional bodies and all are internationally recognised.
  - Arden’s flexible entry requirements and course costs help to make it a more accessible choice especially for students who are returning to education.

## **c. Advertising**

- i.** In all instances, it should be clear that the Representative is the advertiser. As such, Representatives must:
  - Not attempt to replicate the brand identity of the University, either by copying its visual identity (typefaces, colour palette and bespoke imagery) or by using its brand concepts (taglines);
  - Not use the terms “The World Class” or “Join the World Class” as part of their advertising;
  - Not say, imply or give the impression that any advertising relating to its service originates from the University;
  - Clearly establish ownership of any website and not imply or give the impression that any website is owned by the University, either through the URL, page metadata or page content of the website;





**d. Use of imagery**

- i.** Images of Arden University may only be used if made available to the Representative by the University

**e. Brand Guidelines**

- i.** Use Requirements: The Representative will use the Arden University Trademarks only accordance with the most current Brand Usage Guidelines provided to the Representative.

Policy Name:	Marketing Procedure and Advertising Code for Representatives
Policy Reference:	QA01
Approval Authority:	Quality & Standards Committee
Last Approved:	November 2020
Responsible SMT Lead:	Academic Registrar
Responsible Department:	Academic Affairs
Policy Contact:	Jazz Lall, Head of Quality (Partnerships) ( <a href="mailto:jlall@arden.ac.uk">jlall@arden.ac.uk</a> )
Review Frequency:	3 years