



Branding, Marketing, and Communications Policy

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DES Pune University Branding, Marketing, and Communications Policy Document

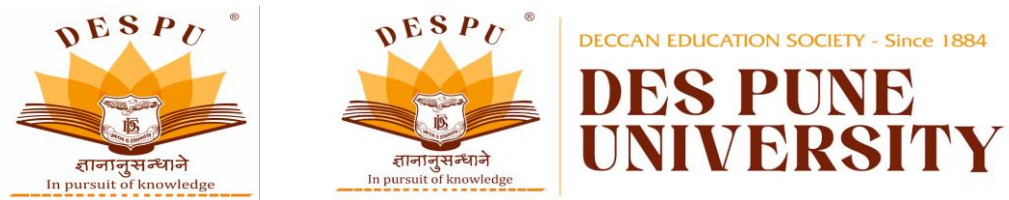
I. Purpose and Overview

This document outlines the guidelines and standards for the branding, marketing, and communication efforts of DES Pune University. It establishes a unified approach to ensure consistency, integrity, and effectiveness in all public-facing materials and activities, while aligning with the university's values, mission, and vision. The policy provides direction for all departments, faculty, staff, and affiliates involved in any branding, marketing, or communication initiatives related to the university.

II. Branding Guidelines

2.1 Logo Usage

- i. **Official Logo:** The official DES Pune University logo, which includes the registered trademark symbol (®), is the sole logo authorized for use on any social media platform. The logo shall be placed in the designated profile picture section where applicable. The logo shall not be cropped, stretched, or altered in any form. Below are the logos for immediate reference.



- ii. **Color Variants:** Only approved primary and secondary color variants of the logo may be used. In any visual content, including but not limited to stories, posts, and videos, the background color shall not conflict with the logo's color scheme.



CMYK 00 35 75 00
#F9B454



CMYK 00 50 100 00
#F39314



CMYK 00 60 100 00
#F39314



CMYK 15 90 100 55
#792E1E

- iii. **Clear Space:** A margin of at least one-quarter (1/4) of the logo's width shall be maintained around the logo to ensure sufficient clear space, preventing overcrowding of the logo.

2.2 Logo Ratios and Dimensions

Profile picture dimensions shall adhere to the following specifications: 1:1 aspect ratio, with acceptable sizes of 100x100px, 200x200px, 400x400px, or 600x600px. These dimensions are primarily intended for **social media profile pictures**. For other uses of the logo (e.g., on print materials, websites, or promotional items), different size requirements or specifications may apply. In such cases, the logo should be scaled proportionally to maintain its integrity and visibility, without distortion, stretching, or pixelation. For any specific size requirements outside of social media profiles, please consult the **Marketing Department** for further guidance.



2.3 Watermarking

For all event photos and videos, the DES Pune University logo must be positioned as a watermark in the upper-left corner to ensure consistent placement across all materials without obstructing key visual elements like faces or important text. The opacity range of 50% to 100% allows flexibility: lower opacity (50%) is used for complex or busy backgrounds, maintaining subtle branding, while higher opacity (100%) ensures the logo is prominent on simpler visuals, reinforcing brand ownership. The logo must not obscure or overlap with any essential visual elements within the image or video.

III. Post Guidelines

3.1 Official Hashtags

All posts related to university events, announcements, or achievements shall include the official hashtags (students and faculty must not create personal hashtags unless approved by the Marketing Department) as follows:

- ✓ #DESPuneUniversity
- ✓ #DESPU
- ✓ #UniversityWithLegacy
- ✓ #InPursuitOfKnowledge
- ✓ #JnananuSandhane

- ✓ Event-specific hashtags (e.g., #DESPUUdaan2024) shall be used to ensure consistency across posts.

3.2 Tagging and Mentions

- i. When posting about university events or achievements, the official university social media accounts shall be tagged as follows:
 - ✓ **Instagram:** [@despuofficial] <https://www.instagram.com/despuofficial/>
 - ✓ **Twitter/X:** [@des_pune] https://x.com/des_pune
 - ✓ **Facebook:** [DES Pune University] <https://www.facebook.com/DESPuneUniversity>
 - ✓ **LinkedIn:** [DES Pune University] <https://www.linkedin.com/school/des-pune-university/>
- ii. Departments and faculty members must be tagged when they are directly involved in the event or initiative.
- iii. For joint or collaborative events, external partners or organizations must be tagged appropriately.

3.3 Content Approval

- i. All posts containing sensitive information, official statements, or major partnerships must be submitted to the Marketing Department for review and approval **prior to publication**. This ensures that such content aligns with the university's values and strategic goals, and helps maintain accuracy and consistency in messaging.
- ii. Any content posted by students, faculty, or departments on personal social media accounts or club handles that represents the university must adhere to the university's standards for **appropriateness, relevance, and professionalism**. Such posts should align with the university's image and policies, and should be reviewed for compliance with the university's branding and communication guidelines.

IV. DES Pune University Social Media Conduct Guidelines for Students

Purpose: These guidelines are designed to provide students with a framework for engaging with social media in a manner that aligns with the university's values, upholds its reputation, and ensures a professional and respectful online environment.

4.1 General Conduct on social media

- i. **Positive Representation:** All posts and interactions on social media reflect both the individual and DES Pune University. Content shared must be consistent with the university's values and must not damage its reputation. The use of university logos, images, and other branded materials shall be permitted only with explicit authorization from the university.
- ii. **Respectful Communication:** All interactions on social media must be conducted in a professional and respectful manner. **Harmful language** includes, but is not limited to, hate speech, bullying, personal attacks, and language that discriminates based on race, gender, sexuality, religion, or disability. Discriminatory or offensive comments are

strictly prohibited. Differing opinions shall be engaged with in a constructive, respectful tone, particularly when discussing sensitive topics.

- iii. **Confidentiality:** Students shall refrain from disclosing any confidential, proprietary, or privileged information concerning the university, its students, staff, faculty, or research. This includes, but is not limited to, unpublished research, internal communications, and private discussions.
- iv. **Content Accuracy:** Before sharing content, students must ensure its accuracy. Should any errors occur, students are required to promptly acknowledge and correct such errors to avoid the dissemination of misinformation.

4.2 Engagement with University's Official Accounts

- i. **Follow Official Channels:** Students shall follow and engage with the university's official social media accounts for updates and official events:
 - ✓ Instagram: [@despuofficial](#)
 - ✓ Twitter/X: [@des_pune](#)
 - ✓ Facebook: [DES Pune University](#)
 - ✓ LinkedIn: [DES Pune University](#)
- ii. **Positive Interaction:** Students are encouraged to engage positively with posts from the university's official accounts, including liking, sharing, and commenting in a respectful manner. Constructive feedback is encouraged, but negative comments or personal attacks shall be avoided.
- iii. **Content Sharing:** When sharing or reposting university content, students shall ensure that the information is accurate, properly credited, and includes the correct official hashtags.

4.3 Conduct Guidelines for Social Media Interaction

- i. **Professionalism:** All content posted or shared on social media should reflect the university's values of inclusivity, respect, and professionalism. Topics such as political, religious, or social debates should be avoided unless directly related to academic discourse.
- ii. **Content Ownership:** Content produced during university-sponsored events or initiatives remains the intellectual property of DES Pune University. Such content may be reused by the university across official platforms with appropriate credit given to the original creator.
- iii. **Responding to Comments:** Students should refrain from engaging in lengthy public debates or disputes. Any sensitive issues or complaints should be directed to the relevant university department for resolution.

4.4 Crisis Management and Escalation

- i. **Negative Events/PR Crises:** Immediately notify the University administrative department or Marketing head in case of a negative event. Do not engage with

negative comments before consulting the Marketing head. The university administration will handle official responses.

ii. **Escalation Process:**

- ✓ Minor Issues: Handled directly by the Marketing Department.
- ✓ Major Issues (legal, ethical, or reputational risks): These shall be escalated to the university administration for immediate action.

4.5 Personal Social Media Use

- i. **Appropriateness of Content:** Avoid posting inappropriate content, such as offensive jokes or explicit material, that may harm your or the university's reputation.
- ii. **Clubs and Students:** Student-run clubs and students posting about university events must tag the official university account and adhere to the university's branding guidelines.

4.6 Avoiding Controversy

Students must avoid sharing or engaging in controversial or inflammatory content that may negatively affect the university's reputation. Any such content should be reported to the university's Marketing team for appropriate action.

4.7 Participation in University Events and Promotions

- i. **Promote University Events:** Students are encouraged to promote university events on social media. Any content shared must be accurate and consistent with university guidelines.
- ii. **Ambassadorship:** Students acting in an official capacity (e.g., student ambassadors, club leaders) must ensure that their social media posts align with the university's values, mission, and public image.

4.8 Handling Online Disputes

- i. **Addressing Grievances:** Students must use appropriate internal channels to resolve issues. Public airing of grievances on social media is prohibited.
- ii. **Avoiding Conflicts:** Students shall refrain from engaging in online arguments or disputes regarding university matters. Any harmful or negative comments should be reported to the appropriate authorities within the university.

4.9 Positive Engagement

Contribute Positively: Students are encouraged to use social media to highlight achievements, share positive events, and engage in constructive online discussions that contribute to the university community.

4.10 Legal Compliance

- i. **Respect Copyright and Intellectual Property:** Students must ensure that content shared on social media is either their own or has been used with the appropriate permissions. Posting of copyrighted material without proper authorization is prohibited.
- ii. **Compliance with Policies:** All social media activity must comply with the policies set forth by DES Pune University and applicable local and national laws.

4.11 Consequences of Violating Guidelines

- i. **Accountability:** Violations of this Policy may result in disciplinary action as deemed appropriate under the university's established guidelines. This may include warnings, suspension, or other actions based on the severity of the violation.
- ii. **Impact on Reputation:** Students are reminded that their social media presence reflects both their personal and professional reputations, as well as the reputation of the university. All individuals are expected to act responsibly to ensure their online conduct supports their future academic and professional goals.

V. Social Media Guidelines for Faculty/Staff at DES Pune University

Purpose: These guidelines apply to all faculty and staff at DES Pune University and are designed to promote responsible and professional engagement with social media, maintaining the university's integrity, reputation, and professionalism.

5.1 Professional Conduct

- i. **Maintain Professionalism:** Faculty and staff shall ensure that all social media interactions are conducted in a professional manner that reflects positively on DES Pune University.
- ii. **Confidentiality:** Faculty and staff are prohibited from sharing confidential or proprietary information about the university, its students, staff, or any other related entity.

5.2 Content Guidelines

- i. **University Representation:** When posting about the university, faculty and staff shall make clear whether their opinions represent their personal views or those of the university. Any content that could be construed as university-affiliated must adhere to the university's branding guidelines
- ii. **Positive Engagement:** Faculty and staff should actively promote DES Pune University by sharing success stories, academic achievements, and research breakthroughs.
- iii. **Accuracy:** Faculty and staff must ensure that all shared information about the university is accurate and up-to-date. If uncertain, they must verify content before posting.

- iv. **Diversity and Inclusion:** Faculty and staff must contribute to fostering a culture of inclusion and diversity, avoiding any discriminatory or exclusionary language.

5.3 Interactions and Engagement

- i. **Student Interaction:** Faculty and staff must maintain professional boundaries when interacting with students via social media.
- ii. **Responding to Comments:** Faculty and staff should engage with comments on social media in a respectful and professional manner, and any negative feedback or sensitive issues should be escalated to the relevant university department for further action.
- iii. **Collaboration:** Faculty and staff should work collaboratively to promote academic excellence and innovation across all university social media platforms.

5.4 Branding and Visual Identity

- i. **University Branding:** Faculty and staff shall utilize the official DES Pune University logos, colors, and other branding elements according to the university's established guidelines.
- ii. **Content Approval:** All posts featuring university events, announcements, or major initiatives must be approved by the Marketing Department Head prior to publication.
- iii. **Visual Content:** Faculty and staff shall ensure that any visual content shared (photos, videos, etc.) aligns with the university's values and obtains proper permissions when using images of students or staff.

5.5 Legal and Ethical Considerations

- i. **Copyright and Intellectual Property:** Always respect copyright laws and intellectual property rights when sharing or distributing content. Do not use copyrighted material unless you have obtained the necessary permission or provided appropriate attribution.
- ii. **Crisis Communication:** In the event of a crisis or emergency, refrain from posting on social media without first consulting the university's crisis management team. All communication during such situations should be handled through official university channels to ensure accuracy and consistency.

5.6 Personal Social Media Use

Balanced Use: While social media is an important tool for personal and professional engagement, it should be used in moderation, balancing your academic and professional responsibilities. Avoid excessive use during working hours that may hinder your performance or disrupt your duties.
