The following policies pertain to the functions of the Office of Communications and Publications and the services it offers to in-house clients (academic and administrative offices)

1. BRAND USAGE

The Office of Communications and Publications maintains the manual for the University's logo and the stationery including word mark and Watermark. These registered marks are the sole property of the University and may be applied to products, publications and other communication vehicles only with the oversight and permission of the University's Communication Office. All official stationery and business cards will be designed and approved by the university Communication Office.

Target audiences

The Office of Communications and Publications identifies the following as the University's target audience.

Primary audience

    a. Students

The two broad categories are prospective and current. Students can be further divided into Intermediate, Baccalaureate, Postgraduate and Executive Education segments. FCCU attracts students from both urban and rural areas of Pakistan as well as abroad. The largest segment is from Punjab.

    b. Alumni

FCCU has a very large registered alumni association. These are not only essential in spreading positive word-of-mouth about FCCU but are also an important donor segment.

Secondary audience

    a. Parents

Parents are an important target segment, particularly for Intermediate. Also for most prospective students parents are an important influence on decision making since they finance their education.

    b. Donors (Friends of FCCU)

Being a not-for-profit, FCCU requires the help of numerous donors, is able to sustain its objective of providing the resources the students need for a world class education. Donors need to stay informed of University activities. They also need to be motivated to interact and build a long lasting relationship with the University.

University Name
   a. The University's name can only be written in the first reference made to it in any
       official document as:

Forman Christian College (A Chartered University)
   b. The University may be referred to only as either of the following terms after the first
       reference:
          - University
          - The University
          - FCCU
          - The University's…
          - FCCU's

Font for University Name
   a. The correct font for the University's name is Copperplate Gothic Bold. This font must
       be used for the University's name in all official document headings. Regular fonts may
       be used in the body text of such documents. Following is a correct representation of
       the University name in the correct font:
       FORMAN CHRISTIAN COLLEGE (A CHARTERED UNIVERSITY)
   b. The recommended fonts in Microsoft Word for body text are:
       Book Antiqua, Georgia, Times New Roman, Sylfaen and Arial.
   c. The use of multiple colors and fonts on the same page, presentation slide is strongly
       discouraged.

The Name and Address of the University on Official Correspondence
The official University name, address and telephone number to appear on all official FCCU
correspondence is as follows:

Forman Christian College
(A Chartered University)
Ferozepur Road, Lahore 54600 Pakistan
Phone 92-42-9923-1581 to 1588, Extension: xxx
Fax   92-42-9923-0703
Email: contact@fccollege.edu.pk (Each department may also provide their own email
address)

University Logo
The University logo is to accompany the University's word mark, or official correspondence,
University publications and on products licensed to FCCU. The use of the logo in relation to
the word mark is to be reviewed by the Office of Communications and Publications. Any

suggested changes should be brought to the Office of Communications and Publications for review. The Office of Communications and Publications will, in consultation with appropriate bodies, decide any changes whatsoever.

The following versions are the correct versions of the FCCU logo. These versions are the ONLY ones they may be used:

a. The FCCU logo can ONLY be used in black, blue or white on a darker color. The logo CANNOT be used in any other color.
b. The Communications Office reserves the right to introduce variations of the FCCU logo as and when needed (for e.g. for FCCU's 150th Anniversary).

University Color Palette
Following are the acceptable colors for FCCU's logo and font:

(RGB: 12:25:112)   (RGB: 0:0:0)

2. POLICY AND PROCEDURES FOR RELEASING NEWS AND INVITING MEDIA PERSONNEL TO COVER CAMPUS EVENTS

Forman Christian College (A Chartered University) has a responsibility and a commitment to disseminate information about its programs and activities and to be responsive to media enquiries. Press coverage of the activities of FCCU is one way the institution can receive positive visibility and support, while the University's prompt, fair, and accurate public response to challenging issues can reassure its constituents and the general public.

This policy details how information about the University is announced to the public, the role of the Office of Communications, and each employee's responsibility in the release of official information about the University or its position. All units and employees of the University are expected to, without exception, to follow the official procedures before submitting any information about Forman Christian College (A Chartered University) to any media that

disseminates information to the public.

Forman Christian College (A Chartered University) should be proactive in disseminating effective image building news. The University will have special procedures for disseminating reactive news about emergencies, crimes, controversies, official positions on issues involving the college and other events to which the press has a reasonable claim linking employees with reporters seeking their expertise.

Releasing News to Media
Media exposure should promote the University and reflect its core values. Media relations are managed by the Communications Office which will be responsible for maintaining the image and representation of the university. All outside entities involved with FCCU for any media-related activity must sign and abide by a media contract that resides with the Communications Office.

The Communications Office will maintain a list of selected media contacts who can assist in promoting and reporting about FCCU's events, developments, ceremonies, admissions, and placement. The media contact list whether drafted by a staff member or a hired agency will be considered property of FCCU. All departments and FCCU personnel must go through the Communications Office for a designated activity or event and maintain a controlled representation.

The Communications Office will:
   a. Be in regular contact with the media, and cultivate positive relationships with the media
   b. Prepare the news to be released to the media in an accurate and professional manner. An electronic copy of any official University news release form may be obtained from the Head of Communications and Publications.
   c. Departments requesting a news release may email the pertinent information to the Head of Communications and Publications. This news release may then be edited for clarity and consistency by the Office of Communications and Publications before being released to the media. The requisitioning department may indicate any preferred newspaper for the publishing of the news item.
   d. Departments/offices may also request the presence of the Marketing Officer at the event to be publicized. The Officer will then create the news release to be sent to the media. Such a request may only be made at least two days prior to the event.
   e. A copy of the request and the basic outline of the appropriate news release on file should be given immediately to the Rector, or in the absence of the Rector, to the person designated by the Rector to represent the University in a crisis or situation requiring reactive news release.

Requesting Media Coverage on Campus Events
  a. A completed Media Request Form (circulated by the Communications Office and available on the University website) must be submitted to the Office of Communications and Publications no later than one week prior to the date of event. Rush events will only be considered on a need-to basis.
  b. On returning the completed form, the Office of Communications and Publications will inform the contact person about any additional information needed or to schedule a meeting.
  c. The Office of Communications and Publications will submit a list of the media personnel invited to the Security Office.
  d. Departments requesting a news release along with media presence should indicate this on the Media Request Form.

Media Strategy Process Flow:
  a. The Communications Office, in coordination with the University Rector will determine an overall yearly strategy mentioning whether the University is looking at a media intensive strategy or a low profile for the year. The parameters to decide this could involve the conditions in the country and the initiatives that the University is planning.
  b. The plan to be conveyed to the Communications Office at the start of the year.
  c. The departments at FCCU may provide a list of their yearly media needs based on their work cycle to the Communications Office for up to 6 months.
  d. The yearly plan can be reviewed based on changing scenarios and need.
  e. All record of media exposures to be maintained with the Communications Office, be it print or electronic and these records would become part of the University Archives.
  f. To protect the university image, any photographs or video coverage done by any media entity be approved by the Communications Office before airing or publishing.

3. REQUESTING PHOTOGRAPHY COVERAGE FOR ON-CAMPUS EVENTS
  a. A completed Photography Request Form (circulated by the Communications Office and available on the University website) must be submitted to the Office of Communications and Publications no later than three working days prior to the date of event.
  b. The Photography Request Form is applicable only for events held on workdays, Monday through Friday. For photography on weekends, departments will be required to make alternate arrangements.
  c. The Communications Office does not offer videography. However, videography services may be hired through the Office.
  d. On returning the completed form, the Office of Communications and Publications will inform the contact person about any additional information needed or to schedule a meeting.

e. In the event that a department requests photography of human subjects for a project, the Communications Office will request the subjects for consent for use of their photos

4. PHOTOGRAPHY ON CAMPUS

To ensure privacy and security of all members of the FCCU community and to minimize disruption of routine campus activities, the following policies for photography and video shoots on campus have been established. In the following policies, the terms photographs and videos include all film, video (and any connected audio recordings) and digital imaging:

- **Commercial photography and video shoots:**
    - FCCU may not be used as a location for shooting videos or photos intended for commercial use (this includes videos for songs, advertisements, television shows etc. as well as still photos for posters, advertisements, etc.). If you do wish to conduct such an activity on campus, please email michellejacob@fccollege.edu.pk or visit the Office of Communications & Publications, room 217, N Block. This request must be submitted well in advance of the planned activity and will be reviewed by the Office of Communications & Publications and then by the Office of the Rector and approved if considered to be in the University's best interests
    - FCCU does not allow the identification of its buildings (interior or exterior), trademarks, or icons for commercial use
    - FCCU does not allow photographers/ videographers from outside of FCCU to shoot videos or photos on campus for class projects of students, whether they are advertisements, videos, songs or posters
- **Drones:**
    - FCCU does not allow the use of drones by anyone on campus
- **Personal photos:**
    - Personal photography/ videography does not require a permit. This includes photography/ videography done for non-commercial use, class projects or personal use provided it does not disrupt the normal functioning of the University. The resulting photography/ videography may not be used afterwards for commercial use
    - Students, staff or faculty taking photos or videos must ensure that the rights of others who do not wish to be photographed are respected and that no individuals are filmed/photographed without their knowledge and permission
- **Photography/ videography for news media:**
    - If you wish to invite media to an event on campus, please write to aneelghosh@fccollege.edu.pk or visit the Office of Communications & Publications, room 217, N Block (ext: 322, 324)

When in doubt about a situation related to photography/ videography on the FCCU campus, contact the Office of Communications & Publications, room 217, N Block.
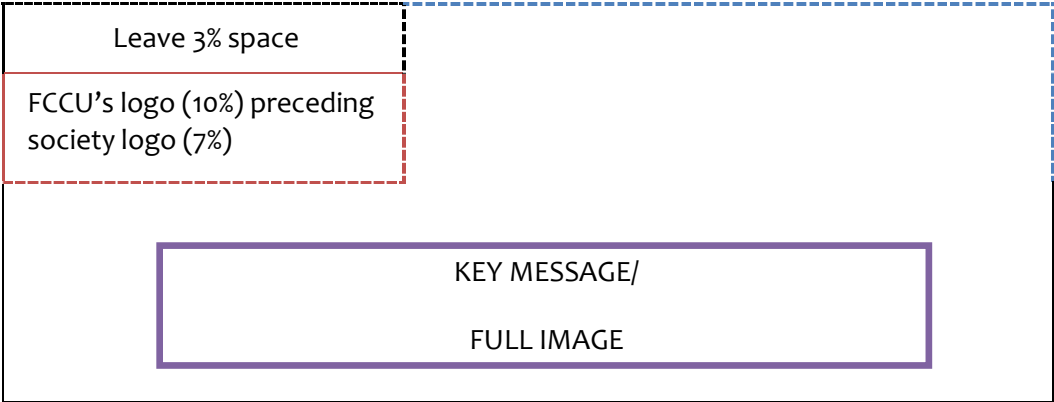
5. REQUESTING PRINT AND/OR DIGITAL PUBLICATIONS

f. A completed Publications Request Form (circulated by the Communications Office and available on the University website) must be submitted to the Office of Communications and Publications no later than eight weeks prior to the date of delivery of the project. Rush projects (of up to 4-page publications only) will be considered only after approval from the direct report of the concerned Head of Department.

g. At the time of submission of the Publications Request Form, the Department must indicate if the Purchase Office has been notified of this project and if a vendor has been assigned to the project by the Purchase Office. In the event that a vendor has not been assigned, the Communications Office will coordinate with the Purchase Office in this regard.

h. If the requesting department is expending their own budget for a particular order, they must ensure that an online Purchase Requisition has been raised prior to placing the final order.

i. The Office of Communications and Publications will provide mock-ups of the project to the contact person designated from the requisitioning department. Providing mock-ups to other individuals, who must review the project, will be the responsibility of the contact person. The contact person may ask the Office of Communications and Publications for variations in the design.

j. The completion of each project depends on the provision of the required information/content, which must be provided prior to the beginning of the project.

k. The Publications Request Form is applicable to publications including, but not limited to, flexes, booklets, brochures, pamphlets, greeting cards, prospectuses, handbooks, and promotional material of any kind.

l. The content provided to the Office of Communications and Publications must be final. No major changes/additions/corrections will be accepted after submission of the content.

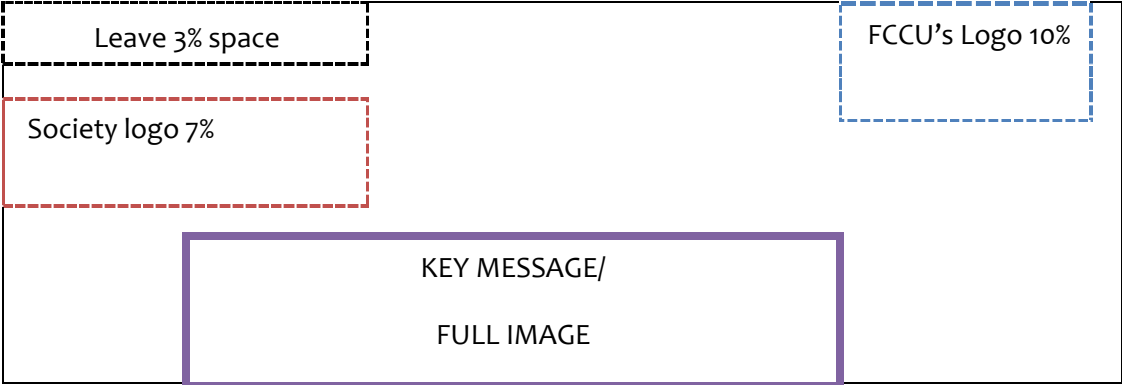### Placement of FCCU Logo on Backdrops and Banners

Departments may, through the Purchase Office ask for vendors to be assigned for making banners and backdrops for official events. The following are design specifications that must be shared with such vendors.
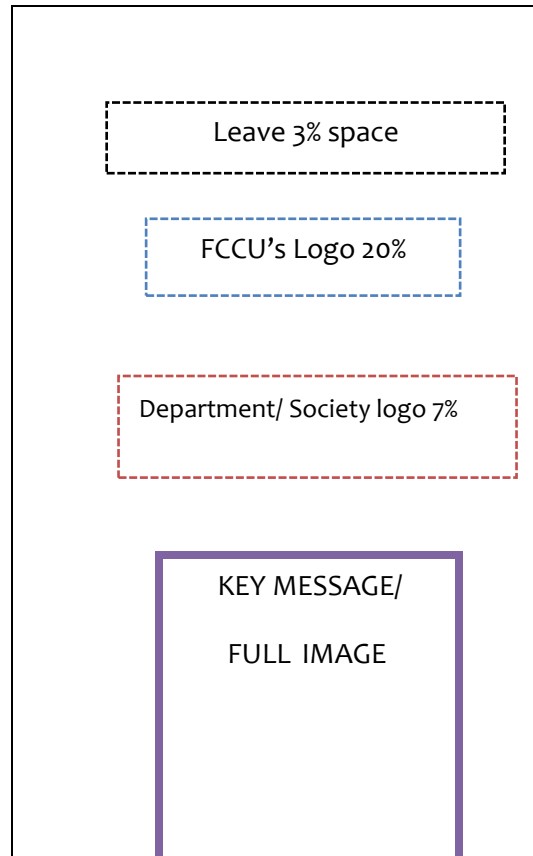
Backdrop 10x8

Leave 3% space

FCCU's logo (10%) preceding society logo (7%)

KEY MESSAGE/

FULL IMAGE

Vertical/Horizontal Banners

Banner Horizontal 9x3

Leave 3% space

FCCU's Logo 10%

Society logo 7%

KEY MESSAGE/

FULL IMAGE

Banner 5x2

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│        │   FCCU's Logo 20%  │          │
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6. UNIVERSITY STATIONERY

m. Only administrative offices and academic units may have official university stationery in the form of letterheads and stamps.

Letterheads, Envelopes

a. All letterheads and continuation sheets will follow a uniform design. The design will be kept in the Communications Office.

b. Names of individuals will not be printed on stationery. Only titles of offices such as Office of the Rector, Office of the Vice Rector etc or titles of academic departments (such as Department of Political Science) may be printed on the letterhead headers.

c. University stationery will be available in 8-1/2x11 and in 4-1/4 x 6-1/2.

d. The design and format for all official stationery / envelopes used by University offices calls for logo, word mark and watermark. This will be available in the Communications Office.

e. The use of University stationery or business cards for other than bona-fide FCCU business is prohibited. Individuals or offices may not use official University stationery for communicating personal views, positions or findings to state or media agencies or

to transmit professional opinions/findings that might give the impression that these opinions/findings reflect the views of the University.

    f. Use of University stationery or business cards or other official university trademarks or documents to further an individual's private business interest or to express political or personal viewpoints is explicitly forbidden.

    g. The official University name, address and telephone number to appear on all official FCCU correspondence is as follows:

Forman Christian College
(A Chartered University)
Ferozepur Road, Lahore 54600 Pakistan
Phone: 92-42-9923-1581 to 1588, Extension: xxx
Fax: 92-42-923-0703
Email: contact@fccollege.edu.pk (Each department may also provide their own email address)

Visiting Cards

    a. Orders for stationery and visiting cards are processed through the Office of Communications and Publications for uniformity of design. All teaching faculty can submit a request for visiting cards by submitting a completed Visiting Cards Request Form (circulated by the Communications Office and available on the University website) no later than two weeks prior to the desired date of delivery. Non-teaching staff may request for visiting cards if they have public dealing that required them to use visiting cards.

    b. All employees need to get approval from their respective heads of the departments for the visiting cards.

    c. All designated employees will get the visiting cards made with the cost charged to their respective department.

    d. The design, format, dimensions, colors and the logo position will be housed with the Communication Office, and will be used for all the business cards for all University employees.

    e. Only official titles may be used on the visiting cards.

    f. Certain standards will be adhered to in identifying individuals by title, degree and/or office providing flexibility in special cases. The Communications Office has the final authority what can and cannot be listed in the visiting cards.

    g. Staff members who do not have public dealing positions may be not be issued visiting cards.

Stamps

    a. Orders for stamps are processed through the Office of Communications and Publications for uniformity of design.

b. Stamps may only be issued to the Head of Department for academic or administrative offices

c. Faculty may not request stamps unless they are HEC-recognized research supervisors. In such an event, the faculty member must obtain the consent of his/her concerned Head of Department.

d. Names of individuals will not be printed on stamps. Only titles of offices such as Office of the Rector, Office of the Vice Rector etc or titles of academic departments (such as Department of Political Science) may be printed on the stamps. The only exceptions to these are faculty members who are HEC-recognized research supervisors.

e. The cost for stamps made for each department will be charged to the Communications Office.

f. The use of University stamps is forbidden for endorsing any correspondence other than that of FCCU is prohibited. Individuals or offices may not use stamps for endorsing personal views, political standing and positions or findings to any external or internal audience or agency.

g. FCCU's stamps may not be used to endorse professional opinions/findings that might give the impression that these opinions/findings reflect the views of the University.

h. The Communications and Human Resources Offices will maintain an inventory of the stamps issued.

i. All individuals issued stamps must ensure that the stamp is stored in a secure manner so as to eliminate any possibility of misuse.

j. All individuals issued stamps must ensure that the stamp is handed over to their reporting head at least 2 weeks prior to leaving office. An email confirming this handing over must be sent to the Communications and Human Resources Offices to update their records.

k. The official seal for the University is held only by the Registrar's Office.

7. SOCIAL MEDIA

n. The social media of the University is administered by the Office of Communications and Publications.

o. News, event announcement and updates about faculty/staff/student accomplishments may be emailed to the Communications Office for publishing on University-owned social media.

p. Student societies, offices, academic departments, conferences and other events may create social media pages only after the consent of the Communications Office. The requesting department must appoint a member of the Communications Office and admin of the social media page.

q. The Communications Office will reserve the right to edit information on these social media pages for grammar and language.

8. ADVERTISING

r. The Office of Communications and Publications advertises admissions in all programs as a part of its regular annual admissions advertising campaign.

s. Requests for admissions-related or other advertisements to be published in newspapers made after the conclusion of the regular admissions cycle may only be made through the Vice Rector's Office. The requesting department may be asked to cover the expense for such special advertising. Such requests need to be made at least 4 working days prior to the desired date of publishing.

t. In the event that the requesting department must cover the expense for such special advertising, the department must ensure that an online Purchase Requisition has been raised prior to placing the order and that the PR number has been emailed to the Head of Communications and Publications. In the event that an online Purchase Requisition has not been raised, the Office of Communications and Publications will reserve the right to cancel publication of such advertisements.

9. MERCHANDISE

u. The Office of Communications and Publications produces branded merchandise for the University to strengthen its brand image.

v. The Office cannot entertain requests for customized merchandise except for small commemorative items such as mugs and pens which are event specific. Requests for custom mugs or pens for special events must reach the Communications Office at least 3 weeks prior to the event date.

w. Student societies, offices, academic departments, conferences and other events may purchase merchandise already available with the Communications Office through cash or designated budget. Merchandise is requested through a form available on the website. For merchandise purchased through budget deduction by filling out a form must be signed by the relevant department head and the Accounts Office to verify budget.

x. Salary deductions or discounts are not available for FCCU faculty and staff.

y. Merchandise availability is subject to items available in stock.

10. WEBITES

I. SCOPE

This policy governs the use of the University web infrastructure, as well as the main website https://www.fccollege.edu.pk/. The University's website is distinctive for its integrated user experience, publishing responsibility and flexibility to allow customized content. With publishing responsibility comes shared responsibility for quality assurance, usability, performance and security. Expectations are set to ensure quality, manage risk, and present the University's web content to users in the most effective ways.

II. POLICY STATEMENT

The purpose of this policy is to establish basic requirements for use of University web resources in a manner that maintains quality and appropriately reduces risk to the confidentiality, integrity and availability of University data, as well as the system. The requirements of this policy deal with University standards for web content, including visual identity, design and editorial quality, accessibility, security and advertising.

III. DEFINITIONS

Web Content Management System (CMS): Software application used to store, edit and publish web pages, including html, text, photos, video, and other media via a series of managed templates. FCCU has adopted Wordpress as its CMS solution.

Domain: A domain name locates an organization or an entity on the internet. In case of FCCU our domain name is www.fccollege.edu.pk. The domain name represents the labeling used to identify multiple computer addresses under single umbrella, allowing nearly multiple sub domains. Websites that use a name that includes fccollege.edu.pk are considered part of the domain.

University Website: Websites that represent administrative and academic units of the University. These websites are University assets and should follow University policies and procedures.

University Web Content: Any content or data created by University faculty and staff and published on the University website to represent the work of the University, school, department or unit. Such content is owned by the University (with the exception of intellectual property of the faculty, which is licensed for use by the University). Web content is primarily hosted by the University on the domain www.fccollege.edu.pk. In addition, University web content is externally hosted by outside firms. Such hosting relationships are managed and guided by university contracts.

Content Publisher/Team: A university representative/team with authorized access to the content management system who enters data (text, photos, video,) into approved modules or templates, so that the information is displayed on the university website.

Content Owner: The academic or administrative unit head with primary responsibility for the department or unit.

Web Steering Committee (WSC): An advisory group reporting to the Rector that provides overall governance and program management for the University's website, www.fccollege.edu.pk. This committee is responsible for creating, recommending and implementing policies and procedures to guide: use of the content management system; content migration; design, branding and sub branding considerations; security and risk management. This committee is led by Associate Vice Rector for

Academic Affairs. The University Communications and Publications Office, IT Services, Student Activities and Library are represented on this committee.

Accessibility: The websites is designed and developed to allow people with disabilities to use and contribute to it effectively. Accessibility also benefits people without disabilities, such as website visitors using mobile phones and other devices with small screens, different input modes, etc; older people with changing abilities due to ageing; people with "temporary disabilities" such as a broken arm; people with "situational limitations" such as in bright sunlight as well as people using a slow internet connection, or those who have limited or expensive bandwidth.

IV. ROLES AND RESPONSIBILITIES

The Office of University Communications and Publications provides standards for design, editorial, visual identity and advertising, as well as leadership for the university's Website. The Office is the service owner of the WordPress content management system and leads the Content Publishing Team and quality assurance review process.

The Office of Information Technology provides management and development of the application environment (and related infrastructure).

The Web Steering Committee establishes governance mechanisms for use of University web resources, including policy dealing with university standards for Web content. Sets policies and procedures; leads working groups for managing development of new features; monitors migration of content to site.

V. POLICY

All University web content presented on the internet will be governed by this policy. Web content will be supported on the domain www.fccollege.edu.pk, which is the primary domain to which this policy pertains.

The Office of University Communications and Publications and the IT Services Office reviews all sites that use the fccollege.edu.pk domain before they launch to be sure they meet the University's branding and accessibility requirements. Please consult with us when you begin your project and ask for a review at least two weeks before you plan to launch.

Following is the process for initiating the website development process:

Below are the key steps for all new sites being created, those sites being migrated to the University's domain and sites needing a major overhaul:

Phase 1: Discovery

- Unit leaders will meet with the Communications Office and the IT Office teams to discuss goals and objectives for the proposed website, review existing content if available, look at competitors, and other important aspects impacting the development and maintenance of the site.

Phase 2: Planning

- The Communications Office will work with the requesting units to develop an information architecture, web strategy, and production schedule.

Phase 3: Creating

- Content and design will be created for the site.

Phase 4: Building and Launching

- This step involves building the site, training website managers, testing, and review.

Phase 5: Maintaining

- While individual units are responsible for keeping their sites up-to-date, the Communications Office will continue to review websites and offer ongoing information and advice to assist website managers.

Following are the standards that need to be followed for website development. In addition, they may be applied to social media presence:

- The site identifies itself as an FCCU site by using the University logo in your site's header or footer. The logo uses an approved treatment with proper fonts and colors, and links to www.fccollege.edu.pk
- The site should use colors specific to the FCCU brand. The FCCU brand color is, R:G:B, 12:25:117
- The site shows the University's copyright notice, including the current year ("© 20xx Forman Christian College (A Chartered University") in the footer
- Contact information for your unit, including address and phone number, is clear and is part of your site's footer.
- The site does not advertise, endorse or link to commercial ventures. (There are exceptions: factual mention of the entity to tell your story in ways that do not endorse the company, or for copyright and attribution purposes.)
- The site provides a site-specific search or link to the University's search

- The site's navigation is simple, consistent and comprehensive, is accessible for all demographics of end users indicates where a user is within the site
- The site's color choices have sufficient contrast for users to easily read text and discern interactive elements

The following guidelines must be followed while planning and managing the site:

- The content manager should "own" photos, visual elements and text you publish or have permission from the owner to publish them. Publishers must not use pictures etc downloaded from Google or other search engines
- The content managers and content publishers will be responsible for maintaining Web content that is accurate and timely. Publishers should ensure proper maintenance, and follow all published University standards of form and content. The WSC will notify content publishers and owners of any sites that have not been updated for a period of six months to a year, so that the content can be reviewed, updated, or deleted
- Replication and repurposing of original content should be avoided; rather links to the original source in the content management system should be used
- The University is a non-profit organization and is strictly limited in terms of accepting advertising revenue that would compromise its non-profit status for tax purposes. As such, advertising is not appropriate for any part of the University site. In addition, messages that imply University endorsement should be avoided. Links to partners and affiliates should be provided as resources, and should avoid advertisement or official endorsement
- Special web applications and databases presented on the site will adhere to University standards referenced in this policy. Applications that rely on university data, including confidential, official use only and unrestricted data will follow appropriate requirements
- Applications that in the judgment of the WSC pose security risk, hinder performance or confuse the user will not be hosted on the FCCU domain.

Termination of Link

FCCU reserves the right to refuse to provide hosting to a website or a link to the website on the University website and to remove a link without notice. Content and/or links to areas found to be in violation of FCCU's policies, or provincial or federal laws, will be immediately terminated. The following reasons are also grounds for termination:

- Content on the website does not adhere to the University's mission or policies
- Content violates copyright laws. To use copyrighted material including text, graphics, photographs, sound and video clips, and software on a site within the FCCU domain, the site developer must obtain and retain on file written permission for each use from the originating author
- Content is obscene, offensive, or threatening

- Content is designed for private financial gain or compensation not relevant to the mission of the University or in violation of official University policy, the IT Services Policy and restrictions for nonprofit organizations
- Content is used to intimidate or single out an individual or group for degradation or harassment in violation of or provincial or federal laws and official University policy.
- Content is used to engage in or solicit any illegal activity in violation of or provincial or federal laws or official University policy
- University Communications Office upon correction of the infraction(s) may reactivate a terminated link upon review.

Request a review by emailing at frazbuksh@fccollege.edu.pk.