



Policy for Advertising and Sponsorship on University Web Pages

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1. Introduction and Purpose

This policy outlines the University's approach to advertising and sponsorship on University web pages which are formulated by the Directorate of Communications, Marketing and Student Recruitment.

2. Scope and definitions

This policy is applicable to

- all employees of the University, in particular those who create or develop, or are involved in the creation or development of advertising materials and/or developing University websites.
- all University web pages within the domain 'manchester.ac.uk' or within the range of internet or intranet protocol addresses assigned to The University of Manchester.

3. Roles and Responsibilities

3.1 It is the responsibility of all employees and students to adhere to this policy.

3.2 It is the responsibility of managers, or their nominated representatives, to ensure compliance with this policy.

4. General Principles

4.1 Commercial advertising

Commercial advertising, referring to a situation where the University receives payment or in-kind reimbursement in exchange for an advert, link or brand placement on a University webpage is not permitted anywhere on the manchester.ac.uk domain.

4.2 Commercial sponsorship

Commercial sponsorship, where a logo is placed on a University web page to acknowledge sponsorship of a University strategic-related activity is permitted but must adhere to the following rules:

4.2.1 The logo of an organisation sponsoring a University activity must be applied in context, should be relevant and advantageous to the subject matter of the web page and must be seen to further the goals of the University.

4.2.2 No organisations, services or products sponsoring an activity and whose logo appears on University web pages should be in direct competition with any service or product offered by the University or any University

affiliated company. The University should also not accept sponsorship from a company who is in direct competition with a supplier appearing on the University's preferred suppliers list.

4.2.3 Sponsorship must not conflict with the University's strategic goals, policies or procedures.

4.2.4 The values or opinions of an organisation sponsoring a University activity and whose logo appears on a University web page must not be seen to directly contradict those of the University.

4.2.5 It is permitted for the organisation's logo to link to their homepage.

4.3. Non-commercial funders and partners

There are likely to be many situations where the University is engaged with funding partners or linked with organisations for a specific activity or initiative not directly related to commercial sponsorship. Endorsement/recognition of these relationships by featuring the logo of these organisations on the University's website is permitted but must adhere to the following rules:

4.3.1 It is permitted for the organisation's logo to link to its homepage.

4.3.2 The partner logo should appear directly below the University's main logo at as similar a size as possible. If the University does not own the publication, the University logo should sit alongside the partner's logo, ideally to the left. Exceptions can only be approved by the Directorate of Communications, Marketing and Student Recruitment.

4.4. Links to commercial vendors

Links to commercial vendors where there is no sponsorship or payment to the University may be made in the following situations:

4.4.1 Licensed software required for web viewing e.g. Adobe Acrobat Reader, etc.

4.4.2 Link to an ongoing project contractor providing services to The University of Manchester.

4.4.3 A link which provides information for educational or strategic related purposes and the University considers that information appropriate for these reasons.

4.5. Positioning of logos on University web pages must not contradict the University's web guidelines which can be found at www.staffnet.manchester.ac.uk/brand/visual-identity/logo/. The width or depth of an organisation's logo should be no larger than the width of the university logo (169 pixels).

4.6. Logos and/or text relating to sponsorship or any other relationship with the University appearing on University web pages should abide by the Janet Acceptable Use Policy which may be found at <https://community.jisc.ac.uk/library/acceptable-use-policy>

4.7. Current and former suppliers to the University can reproduce the University logo in the company's marketing literature and on their website. Written permission must be obtained from the Division of Communications, Marketing and Student Recruitment by using the form on www.staffnet.manchester.ac.uk/brand/get-in-touch/. The University logo should be used in accordance with guidelines published on the brand site which can be found at www.staffnet.manchester.ac.uk/brand/visual-identity/logo/

5. Monitoring Compliance

Non-compliance with this Policy must be reported to the Director of University Marketing in the Directorate of Communications, Marketing and Student Recruitment who will determine the action to be taken.

6. Policy Content

[Insert policy content here] Version amendment history		
Version	Date	Reason for change
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1.1	July 2024	To adapt to new template and minor updates such as webpage urls and department titles, no substantial changes.

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