



EAST BRIDGE UNIVERSITY

PARIS, FRANCE

EAST BRIDGE UNIVERSITY (EBU) BRANDING POLICY

Effective Date: January 1, 2025
Approved by: University President

1. Purpose

The purpose of this Branding Policy is to maintain the integrity, consistency, and professionalism of East Bridge University's (EBU) identity across all marketing, communication, and promotional efforts. This policy applies to all faculty, staff, partners, representatives, affiliates, and external stakeholders authorized to use EBU's brand materials.

2. Brand Identity Guidelines

2.1 Official Name & Logo Usage

- The full name "East Bridge University" must be used in all official communication.
- The EBU logo is the primary visual identifier and should not be modified, distorted, or altered in any way.
- The logo must always be used in high resolution and with proper proportions.
- Any resizing must maintain the original aspect ratio.

2.2 Logo Variations

- The primary logo should be used in all official documents, marketing materials, and digital platforms.
- Alternative versions (monochrome or minimal) may be used only where necessary.
- Background colours and placements must ensure maximum visibility and legibility of the logo.

2.3 Unauthorized Logo Usage

- The logo must not be used by unauthorized third parties.
- It cannot be altered, recoloured, or combined with other logos without prior approval.
- The EBU logo must not be used for personal business, non-university events, or unofficial promotions.

3. Marketing & Promotional Guidelines

3.1 Digital & Print Media

- All marketing content (brochures, flyers, advertisements, and social media posts) must align with EBU's brand identity.
- Any promotional material must be approved by EBU's Branding & Communications Team before distribution.
- Digital materials (social media, websites, email campaigns) must maintain uniform colours, fonts, and messaging.

3.2 Online & Web-based Marketing

- No unauthorized online marketing (Google Ads, Facebook Ads, paid promotions) is allowed without written approval from EBU.
- Representatives or partners must submit ad creatives or social media posts for review, and approval will be given within 2 working days.
- Personal blogs, websites, or unofficial social media pages must not use EBU's branding unless authorized.

3.3 Social Media & Public Relations

- Official social media pages are managed by EBU's Communications Team.
- Representatives must not create independent university-related pages.
- Any external press release mentioning EBU requires prior approval.

4. Brand Representation & Communication

4.1 Official Communication

- All EBU representatives will receive an official EBU email account.
- Only official EBU email addresses should be used for university-related communications.
- The use of personal emails for EBU-related matters is prohibited.

4.2 Ethical Brand Representation

- Partners and representatives must not engage in misleading marketing practices.
- All promotional content must provide accurate information regarding university programs, fees, and accreditations.
- Misrepresentation or false claims will result in immediate termination of the agreement.

5. Authorized Use of EBU Branding

- Only official partners, faculty, and representatives are permitted to use EBU branding for promotional purposes.
- If a third-party vendor or marketing agency requires branding materials, they must obtain prior written consent.

5.1 Third-Party Collaborations

- Any joint ventures, partnerships, or event sponsorships using EBU's brand must receive written approval from the university.
- Unauthorized co-branding with external entities is strictly prohibited.

6. Compliance & Enforcement

6.1 Violations & Consequences

EBU reserves the right to take appropriate action if any individual or entity violates this Branding Policy. Violations include:

- Unauthorized logo usage
- False representation of the university
- Unauthorized advertisements
- Engaging in misleading marketing

Possible actions include:

- Issuance of a warning
- Request for removal of unauthorized materials
- Termination of the partnership or agreement
- Legal action in cases of brand misrepresentation

6.2 Reporting Violations

Any suspected violations should be reported to EBU's Branding & Communications Team via contact@ebu.ac

7. Dispute Resolution

- Any disputes regarding branding and marketing practices will first be addressed internally.
- If unresolved, matters will be settled under the laws of Paris, France.

8. Policy Review & Updates

- This policy will be reviewed annually to ensure it remains aligned with EBU's branding and marketing strategy.
- Updates to this policy will be communicated to all stakeholders in a timely manner.

Acknowledgment & Agreement

All EBU representatives, partners, and affiliates must acknowledge this policy and comply with its provisions.



Dr. Karl Meneghella
Director
East Bridge University

