

UNIVERSITY PROMOTION GUIDE

Guidelines and tips for using the U-Multirank Logo and Sunburst Chart in communication materials.

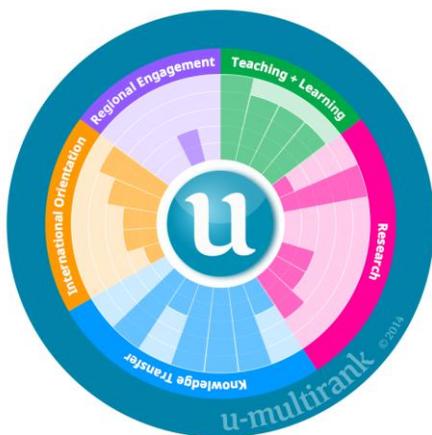
Graphics

Universities that have been ranked by U-Multirank are invited to use the U-Multirank Logo and their respective U-Multirank Sunburst Chart in all their communications materials, online and print. In order to be of assistance in this process, we have included the following tips and guidelines. If there are additional questions, please feel free to contact the U-Multirank team, at info@umultirank.org.

The official U-Multirank Logo is the multi-coloured image with the tagline, “Universities compared. Your way.”, as seen here:



Your official U-Multirank Sunburst Chart is the round chart-graph with the U-Multirank “U” in the middle, encompassed by your institution’s name and can be found on your institution’s profile page, under “At a glance”. The scores included in the U-Multirank Sunburst Chart show your institution’s performance on the institutional level. An example of a U-Multirank Sunburst Chart is:



(SAMPLE: U-Multirank Sunburst Chart)

Downloadable versions of the U-Multirank Logo and your respective U-Multirank Sunburst Chart are available in your participant and/or press packages.

Usage

When using the U-Multirank Logo and Sunburst Chart, please keep a few things in mind:

- All higher education institutions that have been ranked in U-Multirank can use the Logo and their respective Sunburst Charts.
- To draw better attention to your institution's performance, the context surrounding the use of the U-Multirank Logo and Sunburst Chart online should clearly indicate the action the audience is being prompted to initiate (i.e. "Click to see our U-Multirank performance profile", "Click to see the full 2015 U-Multirank results", etc.)
 - And link accordingly to the referred site.
 - For general use, the suggested hyperlink to use for the Logo is the U-Multirank landing page: www.umultirank.org.
 - For your Sunburst Chart, the suggested hyperlink is your institution's respective profile page.
- You may scale the size to suit your needs; however modifying the proportions of the Logo and Sunburst Chart in any way (by changing the design or colour) is prohibited.
- Merchandise and manufactured items: universities are free to use the U-Multirank Logo and respective Sunburst Chart in their merchandise observing the terms of these guidelines, with the colours and sizes specified.
- By using the U-Multirank Logo and Sunburst Chart you agree to follow these guideline policies.
- U-Multirank reserves the right to cancel, modify, or change the permission in this policy at any time at its sole discretion. For further information about use of the U-Multirank name and trademarks, please contact our team, at info@umultirank.org.

Social Media

We encourage you to post your results on Twitter, Facebook and other channels, using our handle.

When sharing your institution's performance (e.g. "A" scores received), the recommended language is:

- "(insert institution name) received (insert number) "A" scores in U-Multirank."
- "(insert institution name) received (insert number) Top scores in U-Multirank."
- "(insert institution's name) is a TOP performer in (insert indicator name)"
- "(insert institution name)" is an All-round Top performer in U-Multirank's 2015 institutional ranking in (insert dimension name)."
- "(insert institution name)" is an All-round Top performer in U-Multirank's 2015 readymade ranking on (insert readymade ranking category name)."
 - Note : All-round Top performers, are those institutions receiving all "A" scores in the selected area.

U-Multirank can be found on [Twitter](#), [Facebook](#), and [Instagram](#).