

Introduction

- 1 The University must reassure itself that all forms of promotional material for programmes leading to qualifications of the University are not in any way misleading.

Accuracy in promotional materials

- 2 Particular attention should be paid to prospectuses, web sites and advertising and should ensure that the following are all correctly stated:
 - the name of the programme and qualification to which it leads
 - the normal length of the programme
 - the nature of the relationship with the University (eg. validated, joint, franchised – please note that in general the University validates courses, but does not accredit them)
 - any progression links.
- 3 Please ensure the correct name is used for the University. It is *Kingston University*, not *University of Kingston* or *Kingston University London*.
- 4 The University logo must be used in accordance with University guidelines. You must use clean copy of the logo downloaded from these guidelines (never scan in or attempt to redraw the signature (logo)). Promotional leaflets and advertising of all Kingston University qualifications must carry the University logo.
- 5 There is also a University crest which has very limited use and may only be used with the permission of the Chancellor or Vice-Chancellor. Normally the crest will only be used when the Chancellor or his delegate is leading a ceremonial occasion. Graduations are an obvious example. Guidelines on University crest can be found on the [partner staff website](#).
- 6 Guidelines on the use of the logo can be found on the [partner staff website](#) in the Marketing, Communications and Outreach section, where you can also find Corporate Guidelines offering advice on producing publication and a Style Guide.
- 7 If you are in any doubt about the use of the logo, or if you wish to ask for permission to use the crest, please contact, in the first instance the Design and Publications Manager.

Guidance BG(vi)

Promoting and marketing collaborative programmes

Ensuring there are no misleading or exaggerated claims

- 8 To ensure appropriate and accurate descriptions are used when describing the University, or faculty or school, please use the information and language published in University publications, in particular the [Kingston University website](#) and our prospectuses. Standard descriptions of the University and its faculties can be found on the [partner staff website](#) in the Marketing, Communications and Outreach section.

The process for ensuring the accuracy of promotional materials

- 9 The appropriate Kingston University Academic Liaison Officer is responsible for ensuring the publicity, advertising and promotional material relating to the collaborative programme is accurate, up to date and follows these guidelines. All such material produced by the collaborative partner should be signed off by the Kingston University Academic Liaison Officer. Any changes to the marketing material should be approved by the Executive Committee for the partnership.
- 10 Kingston University Academic Liaison Officers will do an annual check of all promotional material to ensure all programme details are up to date and alert the appropriate Kingston University's Faculty Marketing Manager and webteam@kingston.ac.uk of any changes that need to be made. The University's Central Marketing Department will do an annual spot check of partner institutions' websites.

Disclaimers

- 11 A disclaimer should be carried in all publications, including the website. See suggestion below:

(Name of organisation) makes every effort to ensure that the contents of and statements made in this publication are fair and accurate, but it cannot accept any responsibility for omissions, errors or subsequent changes that may occur. Programmes or modules may be revised, altered or withdrawn without notice, and assessment arrangements may be changed. It should be noted that information on entry requirements for courses and modules is for guidance only. The conditions attached to offers may vary from year to year and from applicant to applicant.