



**Bournemouth
University**

P3B. Partners should ensure that the BU Logo is used in accordance with BU brand guidelines

Partners are not required to publicise details of the partnership arrangement with BU, but if they choose to, this must be in line with the BU Partner Marketing Guide as noted in the Partnership Agreement.

BU has produced '[Brand and Logo' guidelines](#)' to assist Partners with this

We understand Partners have their own brand style and guidelines so we hope the detail provided will help you to incorporate the essence of the BU brand within your communications. The guide covers:

- Visual guidelines
- Use of logo
- Imagery and colour
- Writing
- Imagery and colour.

Partners are requested to provide any equivalent guidelines to BU Marketing & Communications to allow BU to correctly represent the institution.