



Dar al-Hikmah Library

VISUAL IDENTITY AND COMMUNICATION GUIDELINES

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Identification Block

Name of Guidelines	VISUAL IDENTITY AND COMMUNICATION GUIDELINES
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Approval Authority	Library Top Management Meeting (LTMM), Dar al-Hikmah Library
Responsible Office/Custodian	Corporate Communication Unit (CCU)

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Effective Date	15.07.2021
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** Unless otherwise indicated, this guideline will still apply beyond the review date.*

Revision History

Requestor	Description	Submission date
Chief Librarian	<ul style="list-style-type: none"> The need to have a local guideline arises when the OCAP announced the 'IIUM Visual Identity System' - a visual and communication guide for the whole university. 	24 June 2021
	<ul style="list-style-type: none"> Tabled before the LTMM 07/2021 held on the 24th of June, 2021. Need finesse corrections to be done by CU. 	
	<ul style="list-style-type: none"> Tabled before the LTMM 08/2021 held on the 15th of July, 2021. Approved and good for use. 	15 July 2021
	<ul style="list-style-type: none"> Tabled before the LTMM 08/2022 held on the 30th of June, 2022. Approved with minor corrections and good for use. 	30 June 2022

Referenced Documents

Referenced Documents (Legislation, Policies, Guidelines and Procedures)	<ul style="list-style-type: none"> IIUM Visual Identity System (OCAP)
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GENERAL GUIDE:

1. FONTS

- 1.1 Highly recommended font:
 - a. Library official documents: Montserrat regular/bold
 - b. Others: appropriate fonts depending on creativity
- 1.2 Size: Appropriate to facilitate reading.
- 1.3 Font colour: Appropriate colours depending on creativity

2. LANGUAGE

- 2.1 British English
- 2.2 Bahasa Melayu
- 2.3 Standard Arabic

3. ICONS AND IMAGES

Allowed to add any appropriate icons/images/infographics.

4. EDITING AND REVIEWING

- 4.1 All materials need to be reviewed and approved by the immediate supervisor before submission.
- 4.2 Creators are to provide access to the original file to the Corporate Communication Unit.
- 4.3 Reviewing will be done by the Corporate Communication Unit and respective campus PIC.
- 4.4. Corrections will be done by the creator.

5. PUBLISHING/POSTING

Item creators are to plan and decide the platform/medium of publishing/posting.

6. DISCLAIMER/REFERENCE TO ORIGINAL SOURCE

- 6.1 If a text/image is cited/posted and is not owned by IIUM or the Library, the source of the text/image must be cited, or the original link must be referred to.
- 6.2 If the text/image is not open-source, permission must be acquired from the copyright owner/holder before the image is posted.

Note:

Matters not covered in these guidelines are to be referred to the Office for Communication, Advocacy and Promotion (OCAP) through the Corporate Communication Unit (CCU) of the Library and/or the Chief Librarian.

A. POSTERS

SPECIFIC GUIDE:

1. FORMAT OF POSTER

- 1.1 Attach the designed poster in pptx or editable format.
- 1.2 Fill out the online vetting form.

2. VETTING

- 2.1 Vetting is by all or any one of the followings (sequence of authority):
 - a. Chief Librarian
 - b. Head in charge of Planning and Development
 - c. Head in charge of Client Services
- 2.2 Vetting at Kuantan Library can be done by the Head of Kuantan Campus Library.

Note:

- a. Posters for URGENT purposes (submission to be done 3 days before the programme) are to be vetted within 24 hours by any of the above authority (according to the sequence of authority).
- b. Vetting sessions will be conducted 3 times a month.
- c. The CCU will email the requestor the 'vet-confirmation' details, with or without further corrections.

3. SAMPLE TEMPLATES

Referring links:

3.1 Landscape:

<https://bit.ly/DAHL-POSTER-TEMPLATE-LANDSCAPE>

Portrait:

<https://bit.ly/DAHL-POSTER-TEMPLATE-PORTRAIT>

B. VIDEOS

SPECIFIC GUIDE:

1. FORMAT OF VIDEO

- 1.1 The video must be in HD format or at least 1280x720 resolution and landscape orientation.
- 1.2 Saved in mp4 format.

2. ICONS AND IMAGES

- 2.1 Insert the official logo of IIUM/Dar al-Hikmah Library on videos.
- 2.2 Videos containing written content must be accompanied by the sheet/template in xlsx/docx format.

3. VETTING

- 3.1. Get the storyboard/script reviewed and vetted before you start creating/designing/producing the video (optional).

Sample templates link:

Word format:

<https://bit.ly/DAHL-STORYBOARD-TEMPLATE-WORD>

Pdf format:

<https://bit.ly/DAHL-STORYBOARD-TEMPLATE-PDF>

Get the video reviewed and vetted.

- 3.1.1 Vetting is by a meeting that consists of:
 - a. Chief Librarian
 - b. Head in charge of Planning and Development
 - c. Head in charge of Client Services
 - d. Head in charge of Corporate Communication
 - e. Secretariat from Corporate Communication Unit
 - f. Invited creator/producer of the to-be-vet videos
 - g. The meeting will be called by the secretariat from CCU.

Note:

- a. Observe and follow YouTube's' Copyright Policy regarding 'Copyright Claim' and 'Copyright Strike'.
Note: A 'copyright claim' is someone asserting that you have used their content, whether that be a video clip, an image, or a piece of audio. A 'copyright strike' is much more serious for a YouTube creator and your channel can be suspended for repeated copyright offences (Source: YouTube).
- b. Videos for URGENT purposes are to be vetted on an urgent basis. A special meeting will be called by the secretariat.
- c. Videos for NON-URGENT purposes are to be vetted on a determined date.
- d. The CCU will relate the 'vet-confirmation' details, with or without further corrections with the creator/producer.
- e. The creator/producer uploads the videos to the appropriate platform. Attach the link on the online vetting form for submission.

C. STAFF/STUDENT PORTAL AND E-MAIL POSTING (TEXT)

SPECIFIC GUIDE:

1. SUBMISSION OF TEXT

Text/caption creator/requestor to be included in the online vetting form to CCU (for Gombak Campus Library (GCL), Syed Muhammad Naquib al-Attas Library (SMNAL), Shared-fac Library, Pagoh Librarian); to the Person-in-charge (PIC) at Kuantan Campus Library (KCL) for IMCL and CFS Library.

2. VETTING

- 2.1 CCU/KCL PIC forwards the e-mail to the Head in charge of Client Services (for GCL, SMNAL, SFL-Pagoh Librarian) or Head of KCL (for KCL) for vetting purposes.
- 2.2 CCU/KCL PIC email the requestor the 'vet-confirmation' details, with or without further corrections.
- 2.3 CCU/KCL PIC notify the text creator/requestor once the text is published on the chosen platform.

Note:

- a. If the text is accompanied by posters or videos, ensure they have gone through the vetting process and are confirmed good for use.
- b. Announcements for URGENT purposes are to be vetted within 24 hours or as soon as possible. CCU/KCL PIC is to alert the vetting parties promptly.

D. SOCIAL MEDIA (SOCMED) POSTING

SPECIFIC GUIDE:

Social media refers to the library's official Facebook, Twitter, Instagram, Telegram and YouTube only.

1. SUBMISSION OF ITEM (POSTERS/VIDEOS)

Refer steps at A. Posters and B. Videos for poster and video creation and vetting process.

2. PUBLISHING

- 2.1 CCU/KCL PIC publishes the items (posters/videos) on the determined social media.
- 2.2 Ensure the items have gone through the vetting process and are confirmed good for use.

3. DO's

- 3.1 Adhere to the terms of use of the social network used.
- 3.2 All postings should relate to the Library or IIUM's teaching, learning and research information.
- 3.3 Promotion of what the library should share with the clients is highly encouraged to be done on a weekly basis.
- 3.4 Verify information before posting by following the vetting process.
- 3.5 Make sure hyperlinks work.
- 3.6 Make sure to create a dialogue or brief description. Give clients something to respond to or act on.
- 3.7 Thank people for input and feedback, including constructive negative feedback, but do not feel obligated to acknowledge every single comment.

4. DON'Ts

We are not allowed to use social media sites:

- 4.1 For personal benefit or gain.
- 4.2 For the benefit or gain of any other individuals or external organizations that will compromise the security or integrity of IIUM property, information, or software.
- 4.3 To post items or comments that are obscene, racist, derogatory, or similarly objectionable in their content.
- 4.4 For personal attacks, insults, or threats.
- 4.5 For potentially libelous statements.
- 4.6 Plagiarizing copyrighted material.
- 4.7 For commercial promotions or spam.

Note:

1. If an image/video is posted and is not owned by IIUM or the Library, the source of the image/video must be cited, or the original link must be referred to.
2. If the image/video is not open-source, permission must be acquired from the copyright owner/holder before the image/video is posted.

E. LETTERHEAD

SPECIFIC GUIDE:

1. CONDITIONS

- 1.1 Letters intended for recipients within and without the Library **must** use the letterhead assigned by the Library.
- 1.2 Coloured letterhead is to be used for non-Library recipients.
- 1.3 Black and white letterhead are to be used for Library recipients.

2. SAMPLE TEMPLATES

Refer link:

- 2.1 Letterhead (Black & White):
https://bit.ly/DAHL_LETTERHEAD-BNW
- 2.2 Letterhead (Colour):
https://bit.ly/DAHL_LETTERHEAD-COLOR

F. TEMPLATE OF OFFICIAL DOCUMENTS

SPECIFIC GUIDE:

Use this masthead for all official documents:

<https://bit.ly/DAHL--MASTHEAD>

SCOPE:

This guideline focuses on the template of official documents:

1. Proposals

Sample template link: <https://bit.ly/DAHL-PROPOSAL-TEMPLATE>

2. Meeting Minutes and Matters Arising

2.1 Meeting minutes Sample template link:

<https://bit.ly/DAHL-MEETINGMINUTES-TEMPLATE>

2.1 Matters Arising Sample template link:

<https://bit.ly/DAHL-MATTERSARISING-TEMPLATE>

3. Quality Documents

3.1 Consists of guidelines, procedures/manuals, checklists, forms, etc.

3.2 Requires a document identity determined by the process owner.

G. E-MAIL SIGNATURE

SPECIFIC GUIDE:

1. All e-mail signature of staff is to follow the standard template recommended by OCAP of the university.
2. Refer to the tutorial to create the e-mail signature:
Link: <http://bit.ly/IIUM-email-signature-tutorial>

H. THANK YOU CARDS

SPECIFIC GUIDE:

1. The 'Thank You' cards follow the standard template recommended by the OCAP of the university.
2. The 'Thank You' cards are intended for recipients within and without the Library are to be signed by the Chief Librarian. If the situation arises for the need for other higher up authority's signatures, for example, the Deputy Rector, Responsible Research and Innovation and/or the Rector, the signature/s will be sought.



I. CERTIFICATES

SPECIFIC GUIDE:

1. The Certificates follow the standard template recommended by the OCAP of the university.
2. The Certificates are intended for recipients within and without the Library are to be signed by the Chief Librarian. If the situation arises for the need for other higher up authority's signatures, for example, the Deputy Rector, Responsible Research and Innovation and/or the Rector, the signature/s will be sought.
3. The template of certificate can be adjusted to the theme of the programme (wherever applicable) or can follow the sample templates below.

4. SAMPLE TEMPLATES

Refer link:

- Certificate (Donors):
<https://bit.ly/DAHL-CERT-TEMP-DONOR>
- Certificate (Moderators):
<https://bit.ly/DAHL-CERT-TEMP-MODERATOR>
- Certificate (Speakers):
<https://bit.ly/DAHL-CERT-TEMP-SPEAKER>
- Certificate (Participants)
<https://bit.ly/DAHL-CERT-TEMPT-PARTICIPANT>

J. VISUAL BACKGROUND IMAGE

1. The visual background image follows the standard template recommended by the OCAP of the university.
2. The visual background image is used for official events and sessions organized by Dar al-Hikmah Library:
Link1: <https://bit.ly/IIUM-BACKGROUND-01>
Link2: <https://bit.ly/IIUM-BACKGROUND-02>
Link3: <https://bit.ly/IIUM-BACKGROUND-03>

K. VETTING REQUEST FORM

1. The vetting request form follows the standard template below:
Link: <https://bit.ly/LIBRARY-VETTING-FORM-2022>