

VISUAL IDENTITY AND COMMUNICATION GUIDELINES

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VISUAL IDENTITY AND COMMUNICATION GUIDELINES

Identification Block

Name of Guidelines	VISUAL IDENTITY AND COMMUNICATION GUIDELINES
Document Number	IIUM.LIB.GUI.100-1/7/8
Guidelines apply to (Geographical scope)	☒ All Campus Libraries ☐ Specific (Outline location, Campus, Organizational unit, etc.)
Guidelines Status	☐ New Guidelines ☒ Revision of Existing Guidelines

Approval Authority	Library Top Management Meeting (LTMM), Dar al-Hikmah Library
Responsible Office/Custodian	Corporate Communication Unit (CCU)

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Effective Date	02.10.2024
Date of Last Revision	15.07.2021
Date of Next Guidelines Review*	02.10.2026 (Every two years) *Note: For record purposes, the Responsible Office/Custodian must inform the Quality Manager if the Guidelines are still applicable beyond the review date.

Revision History

Requestor	Description	Submission date
Chief Librarian	- The need to have a local guideline arose when the OCAP announced the 'IIUM Visual Identity System' - a visual and communication guide for the whole university. - Tabled before the LTMM 07/2021 held on the 24th of June, 2021. Need finesse corrections to be done by CCS. - Tabled before the LTMM 08/2021 held on the 15th of July, 2021. Approved and good for use.	24 June 2021 15 July 2021
Chief Librarian	- The need for a revision due to the changes in practices and advancement of technologies used for the creation of posters/videos/etc. - Version and Revision numbers changed to 01:01 as advised in the Workshop on Standard Operating Procedure organized by KCA, dated 05th September 2024. - Tabled before the Discussion on Virtual Identity & Communication Guidelines (VICG) held on the 9th of September, 2024. Need finesse corrections to be done by CCU. - Tabled before the LTMM no. 14/2024 held on the 2nd October 2024. Approved and good for use.	9 September 2024 2 October 2024

Referenced Documents

Referenced Documents (Legislation, Policies, Guidelines and Procedures)	IIUM Visual Identity System
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CONTENTS:

- 1. Identity Guidelines**
 - A. Library Logo**
 - B. Library Footer**
- 2. Identity Collateral**
 - A. Posters**
 - B. Videos**
 - C. Staff/Student Portal Posting**
 - D. Social media (SocMed) Posting**
 - E. Letterhead**
 - F. Official Documents**
 - G. E-mail Signature**
 - H. Thank you Card**
 - I. Certificates**

APPENDICES:

- A1 Vetting Request Form**
Link: <https://bit.ly/DAHL-VettingForm>

GENERAL GUIDE:

- 1. FONTS**
 - 1.1 Clear and readable fonts suitable to the format of design.
 - 1.2 Font size appropriate for reading.
 - 1.3 Highly recommended font for Official Documents: Times New Roman regular/bold, size: 12.
- 2. ICONS AND IMAGES**
 - 2.1 Allowed to add any appropriate icons/images/infographics.
 - 2.2 Keep the design clean and uncluttered.
 - 2.3 Ensure that visuals are relevant and enhance the message.
- 3. EDITING AND REVIEWING**

Editing and reviewing are to be done by the immediate supervisor and supervisor.
- 4. PUBLISHING/POSTING**

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

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.

IDENTITY GUIDELINES

A. LIBRARY LOGO



DESCRIPTION

- a. The Library Logo is a representation of the library in any promotional format or documents.
- b. It is made up of three main parts:
 1. The IIUM Logo
 2. The name of the Library
 3. The name of the University
- c. In terms of graphical values, the Library Logo can be used alone according to the necessity of graphics and design.
- d. Link for Logo & Footers: <https://bit.ly/DAHL-VICG-2024-LOGO-FOOTER>

1. ACCEPTABLE EXECUTIONS AND UNACCEPTABLE EXECUTIONS

- 1.1 It is extremely important for brand success that the Library Logo to be displayed correctly.
- 1.2 The correct typefaces, relative positioning and size of all elements should be applied.
- 1.3 The Library is following the rules illustrated for the use of the IIUM Logo by the IIUM Visual Identity System for the acceptable and unacceptable executions of the Library Logo.

2. PAIRING OF LIBRARY LOGO WITH IIUM LOGO

- 2.1 It is extremely important for brand success that the pairing of the Library Logo and IIUM Logo is done correctly.
- 2.2 The Library Logo must be used without the IIUM Logo when it is paired with the full IIUM Logo, Logotype and Motto.
- 2.3 Link for Logo & Footer: <https://bit.ly/DAHL-VICG-2024-LOGO-FOOTER>

B. LIBRARY FOOTER

DESCRIPTION

- a. The Library Footer states the communication platforms or contacts of the Library in any promotional format or documents.
- b. It is made up of four main parts:
 - 1. The Library's website address
 - 2. The Library's email address
 - 3. The Library's main telephone number.
 - 4. The Library's social media name
- c. In terms of graphical values, the Library Footer can be used or not according to the necessity of graphics and design.
- d. It is not mandatory that the Footer is used in all designs/platforms.
- e. The PICs in campus libraries can set their footer following the example of the main Library Footer (b).
- f. Link for Logo & Footer: <https://bit.ly/DAHL-VICG-2024-LOGO-FOOTER>

1. ACCEPTABLE EXECUTIONS AND UNACCEPTABLE EXECUTIONS

- 1.1 It is extremely important for brand success for the Library Footer to be displayed correctly.
- 1.2 The correct typefaces, relative positioning and size of all elements should be applied.

IDENTITY COLLATORAL

A. POSTERS

SPECIFIC GUIDE:

1. FORMAT OF POSTER

- 1.1 Requestor must determine the format of the published poster, either e-poster, printed poster, or both.

2. ICONS & IMAGES

- 2.1 Insert the official logo of IIUM/Dar al-Hikmah Library on posters.
2.2 Link for Logo & Footer: <https://bit.ly/DAHL-VICG-2024-LOGO-FOOTER>

3. DESIGNING

- 3.1 Designing is upon the creativity of the creator.
3.2 Design advice should be sought from the Head, Research & Academic Support Department (for Gombak Campus) or PIC at DaHLK.

4. VETTING

- 4.1 Vetting is by a meeting that consists of one or more of the Library's Top Management (depending on availability):
- a. Chief Librarian
 - b. Head of Governance and Campus Libraries
 - c. Head of Collection & Client Services Department
 - d. Head of Research & Academic Support Department
- and
- e. Head of CCU (Secretariat)
 - f. Invited creator of the to-be-vetted poster
- The meeting will be called by the secretariat from CCU.
- 4.2 Vetting at DaHLK can be done by the Head of Governance and Campus Libraries.

Note:

- a. Fill out the vetting form.
Link: <https://bit.ly/DAHL-VettingForm>
- b. The owner of the poster can use any editing software i.e. [Canva](#) (**Set Collaboration link to Anyone with the link for full access**) and share the design link with CCU at the following email address lib.iium.corporate@gmail.com for reviewing purposes.
- c. Posters for **URGENT** purposes are to be vetted within **24 hours** and for **NON-URGENT** purposes during scheduled vetting sessions.
- d. The CCU will email the requestor the 'vet-confirmation' details, with or without further corrections.

5. SAMPLE TEMPLATES

Referring links:

- 5.1 Landscape:
<https://bit.ly/DAHL-VICG-2024-TEMPLATE-POSTER>
- 5.2 Portrait:
<https://bit.ly/DAHL-VICG-2024-TEMPLATE-POSTER>

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 The video must have an Introduction (Link: <https://bit.ly/DAHL-VICG-2024-MP3-MP4>) and an Ending (Credit to/Prepared by).
- 1.3 Saved in mp4 format.

2. ICONS AND IMAGES

- 2.1 Insert the official logo of IIUM/Dar al-Hikmah Library and footer on videos.
- 2.2 Link for Logo & Footer: <https://bit.ly/DAHL-VICG-2024-LOGO-FOOTER>

3. VETTING

- 3.1 Vetting is by a meeting that consists of one or more of the Library's Top Management (depending on availability):
 - a. Chief Librarian
 - b. Head of Governance and Campus Libraries
 - c. Head of Collection & Client Services Department
 - d. Head of Research & Academic Support Departmentand
 - e. Head of CCU (Secretariat)
 - f. Invited creator/producer of the to-be-vetted videoThe meeting will be called by the secretariat from CCU.
- 3.2 Vetting at DaHLK can be done by the Head of Governance and Campus Libraries.

Note:

- a. Fill out the vetting form.
Link: <https://bit.ly/DAHL-VettingForm>
- b. The owner of the video can use any editing software i.e. [Canva](#) (**Set Collaboration link to Anyone with the link for full access**) and share the design link with CCU at the following email address lib.iium.corporate@gmail.com for reviewing purposes.
- c. Observe and follow YouTube's 'Copyright Policy' regarding 'Copyright Claim' and 'Copyright Strike'.
Definition: 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)
- d. Avoid music that might be inappropriate or offensive to different cultures and IIUM image.
- e. Videos for **URGENT** purposes are to be vetted on an urgent basis. A special meeting will be called by the secretariat.
- f. Videos for **NON-URGENT** purposes are to be vetted on the scheduled vetting session.
- g. The CCU will relate the 'vet-confirmation' details, with or without further corrections, to the creator/producer.

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

SPECIFIC GUIDE:

1. SUBMISSION OF TEXT

Text creator/requestor e-mail the text to CCU (for Gombak Campus Library, Syed Muhammad Naquib al-Attas Library (SMNAL) and Pagoh Liaison Librarian); and to the Person-in-charge (PIC) at DaHLK for DaHLK and CFS Library.

2. VETTING

2.1 Vetting can be done by one or more of the Library's Top Management (depending on availability):

- a. Chief Librarian
- b. Head of Governance and Campus Libraries
- c. Head of Collection & Client Services Department
- d. Head of Research & Academic Support Department

and

- e. Head of CCU (Secretariat)
- f. Invited creator/producer of the to-be-vetted text

The meeting will be called by the secretariat from CCU.

2.2 Vetting at DaHLK can be done by the Head of Governance and Campus Libraries.

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/PIC at DaHLK 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, TikTok and YouTube only.

1. SUBMISSION OF ITEM (POSTERS/VIDEOS)

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

2. PUBLISHING

- 2.1 CCU/PIC at DaHLK/CFSL/SMNAL publishes the items (posters/videos) on the determined social media.
- 2.2 CCU/PIC at DaHLK/CFSL/SMNAL ensures 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 on what the library should share with the clients is highly encouraged to be made weekly.
- 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 short description. Give clients something to respond to or act on.
- 3.7 Thank people for input and feedback, including constructive negative feedback. However, do not feel obligated to acknowledge every single comment.

4. DON'Ts

The Library's official social media must not be used for:

- 4.1 Personal benefit or gain.
- 4.2 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 Posting items or comments that are obscene, racist, derogatory, or similarly objectionable in their content.
- 4.4 Personal attacks, insults, or threats.
- 4.5 Posting potentially libellous statements.
- 4.6 Plagiarising copyrighted material.
- 4.7 Posting commercial promotions or spam.

Note:

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

Disclaimer:

Any responses/comments/views posted that are not of the official Library announcements do not reflect the Library's official statement. The Library reserves the right to delete any responses/comments/views that might be sensitive to social media users.

E. LETTERHEAD

SPECIFIC GUIDE:

1. CONDITIONS

- 1.1 Letters intended for recipients within and with-out the Library **must** use the letterhead assigned by the University/Library.
- 1.2 Coloured letterhead is to be used for non-Library recipients.
- 1.3 Black and white letterhead is to be used for Library recipients.

2. SAMPLE TEMPLATES

Refer link:

- 2.1 Letterhead (Black & White):
<https://bit.ly/DAHL-VICG-2024-LETTERHEAD>
- 2.2 Letterhead (Colour):
<https://bit.ly/DAHL-VICG-2024-LETTERHEAD>

F. OFFICIAL DOCUMENTS

SPECIFIC GUIDE:

Used this masthead for all official documents:

<https://bit.ly/DAHL-VICG-2024-MASTHEAD>

Official documents refer to but are not exhausted to the following:

1. Proposals

Sample template link: <https://bit.ly/DAHL-VICG-2024-OFFICIAL-DOCUMENT>

2. Meeting Minutes and Matters Arising

2.1 Meeting minutes

Sample template link: <https://bit.ly/DAHL-VICG-2024-OFFICIAL-DOCUMENT>

2.2 Matters Arising

Sample template link: <https://bit.ly/DAHL-VICG-2024-OFFICIAL-DOCUMENT>

2.3 All minutes shall be checked/reviewed by the supervisor of the person who prepared the minutes.

2.4 However, the following Minutes shall be checked by these identified officers:

No.	Meetings	Officer
1.	Library Committee Meeting	Chief Librarian
2.	Library Top Management Meeting	Chief Librarian
3.	Library Management Review Meeting	Head, Governance & Campus Libraries
4.	Quality Representative Committee Meeting	Head, Governance & Campus Libraries
5.	Library Senior Management Meeting	Head, Collection & Client Services Department
6.	Library Trust Fund Meeting	Research & Academic Support Department

3. Quality Documents

3.1 Consists of guidelines, procedure, manual, checklist, forms, etc.

3.2 Requires a document identity determined by the process owner.

G. E-MAIL SIGNATURE

SPECIFIC GUIDE:

1. All e-mail signatures of staff are 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 with-out the Library and are only to be issued by the CCU and signed by the Chief Librarian. If the situation arises for the need of higher up authority's signatory and/or Deputy Rector, Responsible Research and Innovation and/or the Rector, the signature/s will be sought.



I. CERTIFICATES

SPECIFIC GUIDE:

1. The Certificate cards follow the standard template recommended by the OCAP of the university.
2. The Certificates are intended for recipients within and with-out the Library and are only to be issued by the CCU and signed by the Chief Librarian. If the situation arises for the need of other higher up authority's signature, for example, the Deputy Rector, Responsible Research and Innovation and/or the Rector, the signature/s will be sought.



Note: For organisers that need to provide the certificate to the participants, kindly request CANVA access from CCU.

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/IIUMLib-VBackdrop-01>

Link2: <https://bit.ly/IIUMLib-VBackdrop-02>

Link3: <https://bit.ly/IIUMLib-VBackdrop-03>