

UNIVERSITY PROMOTION GUIDE

Guidelines and tips for using the U-Multirank Logos/Icon and Sunburst Chart in communication materials.

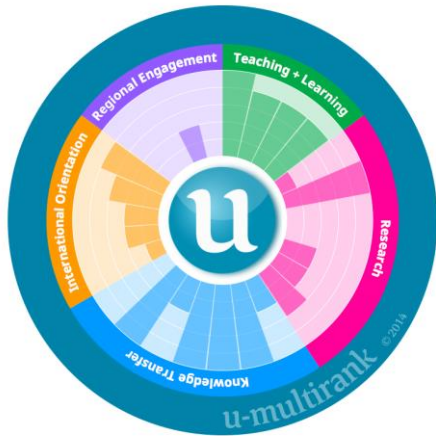
Graphics

Universities that have been ranked by U-Multirank are invited to use the U-Multirank Logos/Icon 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 logos and icon are shown 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 Charts show your institution’s performance on the institutional level and subject level (if applicable). An example of a U-Multirank Sunburst Chart is shown below:



(SAMPLE: U-Multirank Sunburst Chart)

Download

Downloadable versions of the U-Multirank logos/icon and your respective U-Multirank Sunburst Chart are available in your participant and/or press packages, as well as on the U-Multirank website.

Your graphics are available for download in the password protected Participant Area, or from the U-Multirank website. To download your sunburst from the “At a glance” page in the U-Multirank web tool, simply follow these steps:

1. Go to www.umultirank.org
2. Click on “At a glance”
3. Search your university by name in the search box, or by using the alphabet by city name
4. Click on your sunburst chart to enlarge
5. Save as a scalable “svg”, or as a “png” or “bmp”

The U-Multirank logos and icon are available for download in the password protected Participant Area, or from the U-Multirank website. To download the logos and icon from the U-Multirank web tool, simply follow these steps:

1. Go to www.umultirank.org
2. Click on “About”
3. Click on “Press”
4. Click on “Download Logo”
5. Select the desired logo/icon
6. Save as a scalable “svg”, or as a “png” or “bmp”

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 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 handles (see links below). When sharing your university'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)"

For your convenience we have implemented sharing features on the U-Multirank web tool. Now users can share their university's top performance scores on social media directly from the web tool, by clicking on the share buttons.

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