

 BUDAPESTI CORVINUS EGYETEM	PRESIDENTIAL COMMITTEE PROVISIONS	1/2024 Version Number: 00.
CORPORATE BRANDING FOR STRATEGIC PARTNERS		

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Version Number	Publication date	Effective date	Version tracking
00.	22.01.2024	01.02.2024	Publication Resolution No. ET-3/2024 (11 January)

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Purpose of the Provisions

1. §

- (1) In order to ensure a consistent and coherent presentation of the image and brand of Corvinus University of Budapest (hereinafter: University), these Provisions set out, on a pilot basis, the rules for the design, installation and dismantling of corporate displays in the University's lecture halls and community spaces.

Scope of the Provisions

2. §

- (1) These Provisions cover partnership agreements with the University's strategic partners.
- (2) These Provisions cover every person involved in the preparation of strategic partnership agreements.
- (3) These Provisions cover partners entering into strategic partnership agreements, who shall take their respective agreement into account.
- (4) These Provisions cover the design, installation and dismantling of corporate displays in the University's lecture theatres and community spaces.

Definitions

3. §

- (1) For the purposes of these Provisions, the terms used in the Provisions of the Provisions of the Presidential Committee on internal and external communication shall be applicable.

Related legislation, internal regulatory documents

4. §

- (1) Related internal regulatory documents:
- a) Organisational and Operational Procedures,
 - b) Provisions of the Presidential Committee on internal and external communication,
 - c) Visual Identity Manual.

Responsibility

5. §

- (1) The person making commitments under a strategic partnership agreement shall take into account these Provisions.
- (2) Pursuant to Section 57 of the Organisational and Operational Procedures, the implementation of these Provisions is the responsibility of the Head of Corporate and Institutional Relations.

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- (3) The CIR Programme Development Executive shall have professional responsibilities under these Provisions, so he or she is responsible for monitoring the applicability of these Provisions and for its regular, at least annual, professional review.

Pilot project period

6. §

- (1) These Provisions are issued by the Presidential Committee in connection with a pilot project, which will run until 30 June 2024, so the temporal scope of these Provisions is aligned with this.
- (2) The pilot project aims to enable the University and strategic partners to gain experience of the impact of the corporate display in educational and community spaces. This period will allow for evaluation and fine-tuning to ensure that corporate branding is as effective as possible and delivers an outstanding experience for the students and employees who use the branded spaces.
- (3) Based on the experience and feedback gained from the pilot project, the University and strategic partners will work together to optimise the corporate branding process and ensure its long-term success.
- (4) During the pilot period, Corporate and Institutional Relations will use an online questionnaire to assess and evaluate the corporate branding impact of educational and community spaces among students and employees, with a particular focus on student engagement, the appearance and quality of the learning environment, and the changes experienced by the academic community.
- (5) The evaluation and fine-tuning are designed to ensure that corporate branding is as effective as possible in university lecture theatres and community spaces and provides an outstanding experience for the students and academic members who use them.
- (6) Following and as a result of the evaluation of the pilot period, the University will review these Provisions and, if necessary, amend or supplement them.

Display options

7. §

- (1) Three display options are available for strategic partners in the University's lecture theatres and community spaces during the pilot period:
 - a) *Appearance in the University's lecture theatres:* standard corporate presence in the lecture theatre gives strategic partners the opportunity to place their corporate branding on a larger surface, for example on the walls of the lecture theatre.
 - b) *Community space design:* furnishing the University's community space with creative and unique functional furniture and/or equipment, including green and environmentally friendly solutions, interactive teaching tools, custom furniture, digital technologies and innovative learning spaces, provides a wide range of opportunities for strategic partners to be present in the University's chosen

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community space. The creative design of the University’s community space is closely intertwined with the student and employee experience. These forms of presentation enable the development of the University’s community spaces, while also highlighting the corporate message and values of the strategic partner.

- c) *Exclusive presence in a key location:* a unique, exclusive and spectacular presence in a key location of the University. This presentation requires a preliminary concept plan and coordination.

Visualisation planning

8. §

- (1) The strategic partner shall submit a detailed visual concept and specifications for the corporate display to Corporate and Institutional Relations, including not only the details of the corporate presence, but also the installation, dismantling and restoration plan. Corporate and Institutional Relations will inform Communications of the request.
- (2) The concept should emphasise how the corporate display ensures consistency with the values of the University and the educational/student environment. Corporate and Institutional Relations, together with Communications, will provide a preliminary consultation to agree and understand visual guidelines, colour palette, typography and other details.
- (3) Corporate and Institutional Relations and Communications will provide guidance on the appropriate placement of corporate brand elements for visual unity and clarity during the design process, as required.
- (4) When preparing the visual concept and specification, it is essential to take into account and comply with these Provisions.

Consistency with the University’s image and branding

9. §

- (1) The strategic partner shall ensure that its brand presence at the University is consistent with the overall brand identity and image of the University.
- (2) Corporate display be displayed only in areas where it does not obscure or distract from the University’s key branding, such as the official University logo and slogan.
- (3) The corporate display should fit with the University’s identity elements in the lecture theatre and community space, avoiding weakening or dominating the visual identity of the University.
- (4) The official logo or elements of the University shall be incorporated into the corporate display in a manner that respects, does not alter or distort the logo or elements.
- (5) In the corporate display, co-branding should convey a strong and coherent message, fostering positive relationships and long-term cooperation between the University and the strategic partner company.

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- (6) Taking the above into account, a balance shall be maintained to ensure that both the strategic partner and the University branding are prominent, ensuring mutual visibility and recognition.

Discreet branding in the University's educational and community spaces

10. §

- (1) The strategic partner should integrate its brand elements in such a way that the function of the lecture theatre and community space remains focused on learning and the learning environment.
- (2) Overly strong or dominant branding should be avoided, as well as colours and dynamic images that can distract from the learning experience.
- (3) A necessary approach is to use brand elements rather elegantly and as accents, so that they do not take up all the available space.
- (4) The use of a low-key approach respects the academic atmosphere while increasing visual appeal.

Limited and temporary display period

11. §

- (1) Corporate displays in the lecture theatre and community space are temporary and time-limited brand displays. With this in mind, the display must be easily removable, without leaving any permanent mark or damage at the point of fixing or easily restorable without leaving any permanent mark, so as not to hinder the use of the room and the community space.
- (2) Not long-term designs, but solutions that can be easily installed and removed without damage, such as decals, digital displays, branded electronics or furniture, etc. should be used.
- (3) Care shall be taken to ensure that the removal does not leave any residue or damage and that the auditorium and the community space can be restored to their original condition.

Time and method of installation, liability and costs

12. §

- (1) Teaching breaks during the academic year are the ideal time to install and maintain displays while minimising disruption to teaching activities.
- (2) Installation may only be carried out during a teaching break in the University's lecture theatres and community spaces.
- (3) The strategic partner shall consult in advance with the Head of Corporate and Institutional Relations or his or her delegate on the exact date of the installation according to the visual concept, if necessary, a detailed implementation plan, already approved by the University and the availability of the lecture theatres. Coordination with all relevant departments

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within the University, in particular with the Head of Campus Services and the Head of Communications, shall be carried out and coordinated by Corporate and Institutional Relations.

- (4) The installation of corporate displays in the lecture theatre and community space is the responsibility of the strategic partner.
- (5) The materials, tools, other equipment, resources and, where relevant, permits required for the installation shall be procured and provided by the strategic partner. The strategic partner also bears the costs of all this. The strategic partner is responsible for the legality of the work carried out during the installation.
- (6) The University reserves the right to inspect the installation and quality of the physical display and its compliance with these Provisions.
- (7) The University shall support the strategic partner throughout the installation, including appropriate cooperation to ensure compliance with these Provisions.

Maintaining the corporate display

13. §

- (1) The strategic partner shall have the task and responsibility of regularly checking and maintaining the elements of the lecture theatre and community space with a corporate display, and maintaining their quality.
- (2) The strategic partner shall monitor the condition of logos, signs, graphics and other visual aids, any damage or wear and tear, and shall deal with them in a professional manner, without interfering with the University's core activities, within thirty (30) working days, if possible, as agreed with the Head of Corporate and Institutional Relations or his or her delegate.
- (3) The strategic partner has the task and responsibility to regularly review the display to ensure its relevance and consistency with the strategic partner's and the University's image and brand identity.

Dismantling and restoration

14. §

- (1) Teaching breaks during the academic year are the ideal time to remove corporate displays and restore lecture theatres to their original condition without disrupting teaching activities.
- (2) Dismantling and restoration related to the branding may only be carried out in the University's lecture theatres and community space during teaching breaks.
- (3) Costs of dismantling and restoration shall be borne by the strategic partner implementing the branding initiative in the lecture theatre and community space, as provided for in 12. §(5).

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- (4) The strategic partner shall consult in advance on the exact timing and available periods for dismantling and restoration in accordance with 12. §(3).
- (5) Restoration shall include the restoration of the lecture theatre and community space to its original condition, including the restoration of walls, floors, ceilings and furniture, as well as the removal and restoration to original condition of any alterations made during the branding process.
- (6) In all cases, the University shall provide support and cooperation to the strategic partner in order to accurately determine and settle costs, so that dismantling and restoration can proceed smoothly and efficiently.

Cooperation

15. §

- (1) The strategic partner and representatives of the University shall work together on an ongoing basis to understand image and visual guidelines and expectations.
- (2) The University shall provide feedback and communicate its comments to the strategic partner to ensure that the visual design and installation are in line with the University's image and brand strategy.
- (3) The strategic partner shall always inform the University of any changes or updates to the corporate display in the lecture theatre and community space.

Monitoring compliance with these Provisions

16. §

- (1) The University will carry out regular checks to ensure compliance with the conditions of these Provisions, the relevant strategic partnership agreement and the approval of the designs, in which the strategic partner undertakes to cooperate. If the University identifies any non-compliance during the check, the Head of Corporate Relations or his or her delegate shall report it to the strategic partner, who shall make the necessary corrections within a mutually agreed timeframe.
- (2) In addition to Paragraph (1), the University reserves the right to comment on the design and installation of the corporate display in the lecture theatre and the community space. The University may request any necessary modifications or corrections required to maintain consistency and alignment with the University's image, taking into account the Visual Identity Manual. The strategic partner shall comply with this.
- (3) In justified cases, the University reserves the right to decide that corporate branding of the lecture theatre or community space is not feasible. In all cases, the strategic partner will be informed.

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Miscellaneous and final provisions

17. §

- (1) The present Provisions shall enter into force on 1 February 2024 and shall be applicable until 30 June 2024.
- (2) These Provisions shall be reviewed by 30 June 2024.