



# Communication Guidelines

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## 1.0 Logo, files, and colour palette

### 1.1 Logotypes

We have different logotypes for different usage. A rule of thumbs is that our logo always should be in good contrast to the background and be clearly visible. Below you can see which logos is to be used for what.

Area of use	File name
Logo for print, posters, screens, social media, stand walls, roll ups, banners and other similar material with a dark background colour.	BISO_NEGATIVE.png BISO_OSLO_NEGATIVE.png BISO_BERGEN_NEGATIVE.png BISO_TRONDHEIM_NEGATIVE.png BISO_STAVANGER_NEGATIVE.png
Logo for print, posters, screens, social media, stand walls, roll ups, banners and other similar material with a light background colour.	BISO_POSITIVE.png BISO_OSLO_POSITIVE.png BISO_BERGEN_POSITIVE.png BISO_TRONDHEIM_POSITIVE.png BISO_STAVANGER_POSITIVE.png
Alternative to negative logotypes (not for use on textile).	BISO_WHITE.png BISO_OSLO_WHITE.png BISO_BERGEN_WHITE.png BISO_TRONDHEIM_WHITE.png BISO_STAVANGER_WHITE.png
Logo of promotional materials in connection with Pride. Apply to dark background.	BISO_PRIDE_NEGATIVE.png
Animated logo for videos with a dark background color.	BISO_ALPHA.mov
Logo for "heat transfer print" on dark textile. Heat transfer print acts as an ironing patch typically used on hoodies, jackets, and other types of clothing.	BISO_NEGATIVE_RASTER.png
Logo for "heat transfer print" on light textile. Heat transfer print acts as an ironing patch typically used on hoodies, jackets, and other types of clothing.	BISO_POSITIVE_RASTER.png
Logo for embroidery on a dark background.	BISO_NEGATIVE_EMBROD.png
Logo for embroidery on a light background.	BISO_POSITIVE_EMBROD.png

*All logo types are also available as vector (.ai/.eps) files.*

### **POSITIVE OR NEGATIVE LOGO?**

The difference between a positive and negative logo is:

- Positive logo consists of dark elements and dark/black text
- Negative logo consists of light elements and light/white text

### 1.2 Files

When submitting logos and designs of banners, stand walls, and other files to commercial printers, they often require special file types. If you are going to submit a logo to be printed on hoodies, for example, you will be notified that the file must be in vector format. The following is an overview of the different file types.

- .svg / .eps = **Vector file**
- .ai = **Adobe Illustrator file**
- .png / .jpg / .jpeg = **Image**

All file types can be found on Teams.

### 1.3 Logo usage

Our logo represents us as an organisation and is what connects us. That's why we have different guidelines on how to use the logo. **The BISO logo must be visible on all marketing materials where the unit's own logo/brand is used.** On sweaters and other clothing, the BISO logo should be visible regardless of whether the unit's logo is present or not. This is to show the relationship between the unit and the organisation.

#### 1.3.1 Alcohol and unit sweater with logo

It is not allowed to drink alcohol/be visibly intoxicated wearing Management or unit sweaters with BISO logo. This is because we have to think about how we are portrayed externally and that we do not want to be associated with alcohol. The exception to this is the student bars on campus. You are allowed to drink with a Management or unit sweater at closed events and if you are staying at Kroa, Rederiet or Porter.

Sweaters and other merch that are handed out/sold to the students are not affected by this.

#### 1.3.2 Logo placement

##### **Sweaters for the Administration**

Left chest	BISO logo according to section 1.1. Name, title of position and «Administration».
Back	BISO logo according to section 1.1, and "Administration".

### Sweaters for the Campus Management

Left chest	BISO logo or BISO campus logo, according to section 1.1. Name, title of position and «Campus Management».
Right arm	24Seven Office + SiO/SiS/SiT/Sammen.
Back	BISO logo or BISO campus logo according to section 1.1, and “Campus Management”.

### Sweaters for subunits

Left arm	BISO logo according to section 1.1.
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The rest of the design is up to the unit itself.

### Posters, images, and other marketing materials using the subunit's logo

BISO logo in the bottom right corner according to section 1.1.

### Stand wall

The BISO logo is to be placed in the lower right corner according to section 1.1.

The size should be 30cm x 30cm.

#### 1.3.3 BISO logo on own website

If the unit has an external website in addition to its pages on [biso.no](http://biso.no), BISO shall also be clearly represented on these. The following image should be posted in the website's footer:



This image is found in both negative and positive variants.

## 1.4 Colour palette

BISO has two primary colors:

<b>HEX</b>	#3DA9E0	#001731
<b>CMYK</b>	67%, 17%, 0%, 0%	96%, 83%, 49%, 64%
<b>RGB</b>	61%, 169%, 224%	0%, 23%, 49%

## 1.5 Typography

BISO uses the Museo Sans family as a primary typography. These fonts can be downloaded from Teams.

## 2.0 Social media

### 2.1 Alcohol in social media

In social media, we should show who we are and give a good picture of our organisation and unit outwardly. According to BISO's drug policy, no drinking pressure should be carried out, this also applies in social media. Therefore, no pictures of people who are overly intoxicated should be published in social media. According to section 9.2 of the Alcohol Act, it is also not permitted to publish images or other content where packaging for alcoholic goods is clearly displayed. Exceptions to this are editorial mention if a unit in BISO markets information about alcohol on a professional basis. The exception is granted by the Campus Management/Administration where it is natural.

### 2.2 Cooperation between BISO and BI

BISO and BI should work together to spread messages that benefit the students. This may be, for example, that BISO promotes seminars and courses where BI is the host, and that BI promotes events and projects where BISO (including our subunits) is the host. Marketing on the other party's platforms shall be fairly distributed but must be agreed in a reasonable time before the desired publication time.

### 2.3 Clear relation

In addition to their own description on social media, the subunits must clarify their relation to BISO by adding the following text to their page description/bio:

**Instagram:**

*En del av @biso\_oslo/@biso\_bergen/@biso\_stavanger/@biso\_trondheim  
og/eller*

*A part of @biso\_oslo/@biso\_bergen/@biso\_stavanger/@biso\_trondheim*

**Facebook:**

*En del av BISO Oslo/Bergen/Stavanger/Trondheim*  
og/eller

*A part of BISO Oslo/Bergen/Stavanger/Trondheim*

## 2.4 Measurable results

In order for BISO and our subunits to develop, it is important to be able to measure the results of the marketing. We therefore encourage you to set clear goals for the period, and to conduct the marketing in such a way that it creates more visibility for the unit and the organisation.

It is important to put a strategy in advance so that social media is not used as a "spam channel". If resources have been put into budget, paid social media ads can also be used as a means of spreading messages where organic content is not enough.

*Tip: Organic material (photographs, images of students, etc.) creates more engagement than graphic material (images with illustrations and text, screenshots, etc.).*

*Note: **Organic content** is non-paid content that *naturally appears at the recipient's feed (opposite to paid content). **Organic material** is the type of content posted (photos, videos).**

## 3.0 Posters and screens

BISO has 149 poster displays and 7 info screens at Campus Oslo. Booking of these is done by submitting a request to Head of Marketing & PR with the desired time period.

For posters you can book display for a maximum of **14 days** consecutively. In addition, a **maximum of two units** can book display time during the same period, in which time you will have the opportunity to use every other space. If you wish to reserve all displays for the entire period, this can be requested. The format of the posters is portrait A3 and is ordered by the unit itself. An overview of the poster zones can be found in a separate document.

For info screens you can book for a maximum of **7 days** consecutively. The info screens should only be used for internal information, not for promoting partners or other third parties. The format of the screens is 1920x1080 px. An overview of the screens can be found in a separate document.

## 4.0 Measurements of marketing materials

- Roof banners (campus Oslo): **12m x 2m** (height x width)
- Bridge at main entrance (campus Oslo): **4m x 6m** (height x width)
- Bridge at C3 (campus Oslo): **2m x 6m** (height x width)
- Info screens: **1080px x 1920px** (height x width)
- Stand wall: **230cm x 250cm** (height x width)



- Posters: **A3**

## 5.0 Press and media

The Administration and Campus Management are responsible for protecting our members from commenting on something that may be used against them. All press inquiries to and from BISO shall therefore go via Head of Marketing & PR at your campus for review and approval. This applies to both incoming and outgoing communication with the press. It is not allowed to proceed with a media case without the Head of Marketing & PR being informed. When the journalist contacts you, ask to receive all questions by email – DO NOT answer questions directly.

In case of a national media matter/media matter concerning all campuses, the Head of Marketing & PR shall be briefed and refer to the Administration.

## 6.0 Internationalization

BI Norwegian Business School is an international school, which also means that BISO is an international student organisation. We should be open to all students, regardless of whether they speak Norwegian or English. Therefore, all content produced at campuses that has international students must be in either English or both Norwegian and English. This mainly applies to Oslo, Bergen, and any national marketing.

## 7.0 Position titles

All *Director of*-titler should only be used by the Administration.

All *Head of*-titles shall only be used by campus management.

All *HR* titles should only be used by BISO HR.

The subunits should use *Manager* or *Coordinator* titles for their positions.

## 8.0 Email

### 8.1 Email addresses and accounts

BISO has its own email domain (@biso.no) that all units and boards/positions of trust must use. This makes it easier to conduct effective internal communication across the organisation, in addition to appearing more professional when in contact with the business community. No old addresses associated with previous BIS or SBIO shall be used, nor should other external domains.

## 8.2 Email signature

As one BISO, we're going to have the same starting point on all the email signatures.

### 8.2.1 Subunits

The e-mail signature **for subunits** in BISO should look like this:

Med vennlig hilsen / Best regards,

**Name Nameson**

*Position title*

Name of unit – Campus Oslo/Bergen/Trondheim/Stavanger

Mob.: +47 123 45 678

E-mail:

URL: [www.biso.no](http://www.biso.no)

Adr.:

YOUR  
LOGO  
HERE



en del av BISO - BI Studentorganisasjon  
*a part of BISO - BI Student Organisation*

**Please consider the environment before printing this e-mail.**

*Copy, paste, and customize in your Outlook email signature settings.*

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### 8.2.2 Campus Management, Administration and employees

The e-mail signature **for Campus Management, Administration and employees** should look like this:

Med vennlig hilsen / Best regards,

**Name Nameson**

*Position title*

BI Student Organisation (BISO) – Campus Oslo/Bergen/Trondheim/Stavanger/Administration

Mob.: +47 123 45 678

E-mail:

URL: [www.biso.no](http://www.biso.no)

Adr.:



**Please consider the environment before printing this e-mail.**

*Copy, paste, and customize in your Outlook email signature settings.*

## 9.0 BISO website and recruitment portal

BISO has its own website and associated recruitment portal. We are actively working to ensure that these are always up to date with relevant content that adds value to the students.

### 9.1 Website

*The Administration by Director of Marketing & PR* is responsible for updating and maintaining the main pages of [biso.no](http://biso.no).

*The Campus Management by Head of Marketing & PR* is responsible for updating and maintaining the campus pages of [biso.no](http://biso.no).

*The subunits* are responsible for checking and informing their nearest website manager of updates that need to be made on their respective pages. The subunits does not get access to edit on their own.

## 9.2 Recruitment portal

All units (including positions of trust) in BISO shall be recruited through the recruitment portal [biso.no/verv](https://biso.no/verv). This way it becomes clear and easy for the students to find which units are recruiting when. This will also be beneficial for BISO, as the recruitment process will go more seamlessly. All recruitment advertisements posted here receive their unique link that can be used in the recruitment marketing. The recruitment portal should only be used for recruitment of BISO-related positions, not for external companies.

Contact the Head of Marketing & PR at your campus for information on how to post positions on the recruitment portal.

## 10.0 BISO Media

BISO Media has first rights to all photo, video, and graphic production for BISO. This means that one must coordinate with BISO Media about such inquiries before one can contact external actors. If BISO Media does not have the capacity to take such a project, other actors can be used if it is financially justifiable for the respective unit.

For national content production, all BISO Media departments can be used, but Head of Marketing & PR at the relevant campus must be informed in advance.

If BI Norwegian Business School wishes to use BISO Media for projects, the inquiry must be sent to the Head of Marketing & PR, who will then take the inquiry to BISO Media.

### 10.1 Credit of photos and videos

If pictures or videos produced by BISO Media are used, the relevant department shall be credited. There are two ways to do this:

1. BISO Media's watermark is visible in the material
2. The following text is added to the post:

*Photo/Video by BISO Media Oslo/Bergen/Stavanger/Trondheim*

## 11.0 Copyright and third-party content

If third-party content is to be used in marketing, it is important that any copyright claims are checked. Some material must be licensed in order to use (e.g. images from NTB, Shutterstock or Getty Images). In the event of a copyright infringement, the unit is responsible for making amends in accordance with the third party's requirements and applicable law.

## 12.0 Workshop and seminar

Head of Marketing & PR is responsible for providing Communications Managers in the subunits with adequate training and follow-up to maintain good communication both internally and externally. All Communication Managers are obliged to attend communication seminars and workshops. If the Communication Manager cannot attend such seminars and workshops, written notice must be given in advance, and a substitute should be sent instead. Unit Managers are also encouraged to participate in this.

Director of Marketing & PR is responsible for providing Head of Marketing & PR in the Campus Management with adequate training and follow-up.

### 13.0 Lines of communication

The Communications Managers reports to Head of Marketing & PR.  
Head of Marketing & PR reports to Director of Marketing & PR.



### 14.0 Auditing

This document shall be revised by Director of Marketing & PR together with Head of Marketing & PR from all campuses at least once a year to ensure that the policies are up-to-date and enforceable at all times.

### 15.0 Contact information

#### **Director of Marketing & PR (Administration)**

[pr@biso.no](mailto:pr@biso.no)

#### **Head of Marketing & PR (Campus Oslo)**

[pr.oslo@biso.no](mailto:pr.oslo@biso.no)

#### **Head of Marketing & PR (Campus Bergen)**

[pr.bergen@biso.no](mailto:pr.bergen@biso.no)

#### **Head of Marketing & PR (Campus Trondheim)**

[pr.trondheim@biso.no](mailto:pr.trondheim@biso.no)

#### **Head of Marketing & PR (Campus Stavanger)**

[pr.stavanger@biso.no](mailto:pr.stavanger@biso.no)