

Branding and communications guidance for the merged School of Social Sciences

On 20 February 2019, the University's Board of Governors approved a recommendation to merge the School of Law and the School of Social Sciences. It was agreed that the School should be called the 'School of Social Sciences' and that Law and Criminology would become departments within that School from 1 August 2019.

Following feedback from staff and students about the importance of retaining a Law School identity, it was agreed that 'The University of Manchester Law School' could only be used for branding and external relationship reasons for clarity with students and external stakeholders.

How should Law be referred to internally?

From the 1 August 2019, the 'School of Law' should no longer be used under any circumstances. Instead Law and Criminology should be referred to as departments within the School of Social Sciences, sitting alongside Economics, Philosophy, Politics, Social Anthropology, Social Statistics and Sociology.

- Internal signage:

Signage that previously referred to the School of Law should be removed and replaced with 'Law' or 'Criminology'. This is consistent with the signage for departments in the School of Social Sciences, for example 'Politics'. Where there is a need to refer to the School, this should be School of Social Sciences.

- Staff and student intranets:

The Law intranets will be accessed via the Social Sciences intranets from 1 August 2019. The reference to 'School of Law' should be removed and Law and Criminology should be referred to instead.

- Policies and other documents

There are some policies and procedures from each School that will remain separate initially (and past 1 August 2019). Once these are phased over to a shared single-School policy, they should no longer refer to the School of Law and instead should be branded as School of Social Sciences.

What can we say externally?

- External web:

Two new subject areas, for Law and Criminology, will be created on the Social Sciences website by 1 August 2019. There should be no use of the 'School of Law'. These will use the following urls:

www.socialsciences.manchester.ac.uk/law

www.socialsciences.manchester.ac.uk/criminology

Once this is available, the current School of Law website (www.law.manchester.ac.uk) will be taken down and traffic will be redirected.

- Social media channels:

An audit of the School of Law social media channels has been carried out and guidance on social media branding has been sent to owners of the accounts. (add link to powerpoint) This includes Facebook, Twitter, You Tube and Word Press.

As The University of Manchester logo is usually prominent on official social media accounts, it has been agreed that the use of 'The University of Manchester Law School' is not necessary (and slightly repetitive) in this instance and 'Law' or 'Criminology' should be used instead of 'School of Law'.

The Twitter handle [@law_uom](https://twitter.com/law_uom) can remain.

When should I use 'The University of Manchester Law School'?

- Brochures and other marketing materials (flyers, pull-up banners etc.):

It was agreed that for marketing materials to students and external stakeholders, reference to the School of Law as a whole should be removed and can be replaced with The University of Manchester Law School if appropriate. It is not necessary to refer to the School of Social Sciences.

However, as marketing materials should be using the University logo which already says 'The University of Manchester', the preferred option for promoting Law and Criminology, for example in subject brochures, should be simply to use 'Law' or 'Criminology' to avoid repetition.

- External presentations:

The phrase 'School of Law' should be replaced in external presentations with 'The University of Manchester Law School', or alternatively just 'Law' or 'Criminology' if focusing more on a specific subject area.

- Business cards:

Where business cards currently refer to the School of Law this should be removed for use after 1 August 2019.

As all business cards should feature the University logo in the top left hand corner, which already says 'The University of Manchester', the most appropriate wording to follow would be simply either 'Law' or 'Criminology'.

- Letter-headed paper:

As above with business cards, any reference to School of Law should be removed. As letter-headed paper should feature the University logo in the top left hand corner, which already says 'The University of Manchester', the most appropriate wording to follow would be simply either 'Law' or 'Criminology'. There is no need to refer to the School of Social Sciences.

- Job adverts:

For advertisements going live before 1 August 2019, you should continue to use School of Law but add a sentence in, where it is appropriate, to say 'Please note that from 1 August 2019, the School of Law will become part of the School of Social Sciences. The School will maintain its external identity as The University of Manchester Law School.' This would then pre-empt any confusion when it is referred to differently after 1 August 2019.

For advertisements going live after 1 August 2019, the School should be referred to as the School of Social Sciences. Law and Criminology should be referred to as departments within the School of Social Sciences.