



Title: Co-Branding Policy
Effective Date: August 1, 2025
Issuing Authority: Senior Vice President for Marketing Communications
Policy Contact: Assistant Vice President for Marketing Communications
478-301-2716

Purpose

The Mercer University brand has been established through nearly two centuries of leadership in higher education and continues to grow stronger. Consistent and coordinated use of Mercer marks is essential to maintaining a clear and compelling brand. The University's graphic standards are established around the mantra "Lead with Mercer." The institutional master brand – the Mercer wordmark – is the primary logo used in University marketing, communications and promotional materials.

Scope

This policy applies to all members of the Mercer University community.

Exclusions

None

Policy Statement

Co-branding effectively means "sharing the brand." When properly executed, co-branding is synergistic – the power of the master brand and the sub-brand is bigger than the brands individually. For Mercer schools, colleges, centers, departments and units that have their own University-approved logos, co-branding is allowed on a case-by-case basis with prior authorization from the Office of Marketing Communications.

Many of Mercer's academic and administrative units over the years have developed logos, seals and marks to promote their programs. They are considered "sub-brands" and are subject to the University's co-branding policy. After a branding review completed under the direction of the Board of Trustees in 2014-15, the Office of Marketing Communications implemented a moratorium on the development of new logos for academic and administrative units.

Co-branded marketing, communications and promotional materials must be approved prior to production by the University's Office of Marketing Communications. Please contact [Steve Mosley](#), assistant vice president for creative services, for co-branding approval or if you have questions regarding proper use of marks.

Website Address

University Branding: <https://www.mercer.edu/university-branding/>

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