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Corporate Publication and Branding Policy
Metanoia Institute

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1. Preamble

- 1.1 Metanoia Institute's Corporate Publication and Branding Policy is aligned with the institution's reputation as a provider of high-quality training in the psychological therapies. Metanoia Institute needs to present a clear and consistent image in order to maintain and enhance our profile and connect with our audiences.

2. Scope

- 2.1 This Corporate Publication and Branding Policy applies to all staff (i.e. full-time, part-time time and/or part-time staff without fixed working patterns) as well as other workers (including "temps", contractors and visiting trainers).
- 2.2 This Corporate Publication and Branding Policy provides simple and flexible guidelines to promote a corporate identity which will extend to all aspects of promotional activity for all print and online publications, including publicity materials, stationery, the Corporate Web site and social media.

3. Roles and responsibilities

Chief Executive Officer's Responsibilities

- 3.1 The Chief Executive Officer is in sole charge of all statements issued to the press/ media, with support from the Head of Marketing and Communications.

Head of Marketing and Communications' Responsibilities

- 3.2 The Head of Marketing and Communications, supported by a Marketing Officer, the Senior Management Group, and the Executive Committee and other staff as appropriate, is responsible for coordinating all marketing activity.
- 3.3 The Head of Marketing and Communications is responsible for managing the operational aspects of delivering and maintaining the Corporate Website, the Prospectus, and all print and digital marketing publications.

Marketing Budget Responsibilities

- 3.4 The Head of Marketing and Communications is responsible for working with colleagues on the Senior Management Group (SMG) to create a centralised budget for marketing for all institute programmes.

Individual Responsibilities

- 3.5 Academic and support staff are responsible for maintaining Metanoia's brand image in all aspects of their role and recognising that all interactions with the public could be regarded as a marketing activity and an opportunity to promote the positive image of Metanoia Institute, while ensuring that the Institute remains fully compliant with the Regulator's general and ongoing condition (C1) that relates to the accuracy of information about the Institute and its provision, and the protection of students and potential students under UK consumer protection law.

4. Publicity

- 4.1 Publicity may take a number of forms including the production of literature and displays, personal/face-to-face contacts, conference presentations and use of the targeted press.
- 4.2 Publicity must have structure and clarity and incorporate the Metanoia Institute House Style, as amended from time to time and agreed by the Executive Committee (please see Section 5.0, below).

Press and Media

- 4.3 Metanoia Institute's aim is to engage with the press and media in an effective and constructive manner in order to build the Institute's reputation and to contribute to public debate. To achieve this, only the following key members of staff can authorise representatives to speak on the Institute's behalf:
 - 4.3.1 the Chief Executive Officer
 - 4.3.2 the Chair of the Board of Trustees
 - 4.3.3 The Corporate Website and Online Media
- 4.4 The Head of Marketing and Communications is responsible for assuring the accuracy, fairness, reasonableness and timeliness of Metanoia Institute's online presence.
- 4.5 Any intellectual property must be copyright of the Institute or, where this is not the case, be used with permission.
- 4.6 The Head of Marketing and Communications is responsible for monitoring all digital outlets for potentially offensive material and for ensuring that any such material is dealt with as appropriate; social media sites badged as belonging to Metanoia Institute must be managed appropriately, with processes in place to deal with user-created content and the behaviours of participants who may not be formally part of the Institute.

Prospectus

- 4.7 The Prospectus (and associated programme pages on the Corporate Website and third-party course listings) will be reviewed annually when decisions as to size, length, programme descriptor format are revisited and production schedules agreed.
- 4.8 This review provides an opportunity to ensure that all information about learning opportunities (courses), e.g. entry requirements and professional accreditation, remains fully accurate.
- 4.9 The Executive is responsible for final sign-off.

Advertisements

- 4.10 Advertisements should be created in line with the Metanoia Institute House Style, save where prescribed by the host outlet.

Internal Marketing Materials

- 4.11 Internal marketing materials should be created in line with the Metanoia Institute House Style.

New Programmes

- 4.12 The marketing strategy for any new programme, possible advertising routes, and copy and publication dates should be prepared in consultation with the Director of Education and Academic Registrar and approved by Executive once the target market for the course has been identified and the development of the course approved.
- 4.13 The Head of Marketing and Communications will provide costings for a marketing campaign to commence at least six months prior to the proposed course start date.
- 4.14 Website entries will follow procedures described in Section 4.4 above, with an intended web publication date six months in advance of the course start date.
- 4.15 The course will be listed in the next edition of the Prospectus, following the existing prospectus format.
- 4.16 Print advertising will follow the procedures described in Sections 4.6 and 4.7 above.

5. The House Style

The Metanoia Institute Logo

- 5.1 Metanoia's Visual Identity, including the Colour Palette and Typography, are outlined in [this document published in the Marketing tab of the Metanoia Connected staff intranet](#).
- 5.2 The Metanoia Institute logo is a key part of the Metanoia Institute brand. The Primary Logo is set out below:



- 5.3 The hex reference for the Primary Logo is #2295A3. The logo may also be printed in white with either a transparent background or with a Navy (#344559) background as below. This is the version most recently used on social media and other digital profiles.



- 5.4 The Metanoia Institute secondary logo, which may be reproduced in the same colour schemes as the primary logo, is set out below:



- 5.5 Logo size must be commensurate with the publication size and ensuring equal prominence with Validating University and Professional Body logos.
- 5.6 The Metanoia Institute logo is normally positioned on the top right of publications. On A4 publications, it is positioned 1.5 cm from the top edge, with commensurate distance for smaller publications.

Programme Descriptors

- 5.7 Programme descriptors should be produced in bold Arial font size 11.

Margins

- 5.8 Margins should be 1 inch / 2.54 cm all round.

Headings, Bullets and Text Styles

- 5.9 Level 1 headings should be in capitalised, bold **Arial** font size 11 and numbered consecutively in the style 1.0, 2.0, 3.0 ... n.0.
- 5.10 Level 2 headings should be bold **Arial** font size 11 and numbered consecutively 1.2, 1.2, 1.3 ... 1.n
Level 3 headings should be italics *Arial* font size 11 and numbered consecutively 1.1.1, 1.1.2, 1.1.3, ... 1.1.n
Bullet points should only be numbered to the third degree;
- 5.11 Text should be Arial font size 11.

Headers and Footers

- 5.12 Header and Footer margins should be 1/2 inch / 1.25 cm all round.
- 5.13 Header text should be arial font size 11.
- 5.14 Footer text should be arial font size 9.
- 5.15 Footer text should include pagination, placed at the right hand border

The Use of Validating University and Professional Body Logos

- 5.16 Strict rules are in force regarding the use of validating university and professional body logos; full details are available from the Head of Central Services.
- 5.17 Validating University logos must be used on all publicity materials.
- 5.18 The Middlesex University logo must be used when promoting the following programmes:

Doctorate in Psychotherapy by Professional Studies
(DPsych)
Doctorate in Counselling Psychology and Psychotherapy by Professional Studies
(DCPsych)
Master of Science in Gestalt Psychotherapy
Master of Science in Humanistic Psychotherapy
Master of Science in Integrative Psychotherapy
Master of Science in Contemporary Person-Centred Psychotherapy and Applications
Master of Science in Transactional Analysis Psychotherapy
Master of Science in Creative Writing for Therapeutic Purposes
Bachelor of Science (Honours) in Reflective Therapeutic Practice
(One Year Top Up)
Bachelor of Science (Honours) in Humanistic Counselling
Bachelor of Arts (Honours) in Person-Centred Pluralistic
Counselling (Advanced Practitioner)

- 5.19 The UKCP logo may be used when promoting the following programmes, but is not compulsory:

Doctorate in Psychotherapy by Professional Studies (DPsych)
Doctorate in Counselling Psychology and Psychotherapy by Professional Studies (DCPsych)
Master of Science in Gestalt Psychotherapy
Master of Science in Humanistic Psychotherapy
Master of Science in Integrative Psychotherapy
Master of Science in Contemporary Person-Centred Psychotherapy and Applications
Master of Science in Transactional Analysis Psychotherapy
Master of Science in Creative Writing for Therapeutic Purposes

5.20 The BACP logo may be used when promoting the following programmes, but is not compulsory:

Bachelor of Science (Honours) in Humanistic Counselling
Bachelor of Arts (Honours) in Person-Centred Pluralistic
Counselling (Advanced Practitioner)

5.21 Additionally, the following logos may be used when promoting the following programmes, but are not compulsory:

EATA: Master of Science in Transactional Analysis Psychotherapy

BPS and HCPC: Doctorate in Counselling Psychology and Psychotherapy by Professional Studies (DCPsych)

6. Procedure

Copy Deadline and Publication Dates – Existing Courses

- 6.1 Copy and Publication dates for marketing for academic programmes should be identified in collaboration with the Senior Management Group, in line with the Annual Academic Planning Cycle established by the Academic Registrar.
- 6.2 First draft text should be submitted by the Associate Directors of Education (Pathway, UG, PG, PGR, and Post-Qualification) to the Head of Marketing and Communications at least two months in advance of the intended publication date (more if required by the operation of Committees within the Metanoia Institute Quality Cycle) using the forms attached at Appendices A (print) and C (web) respectively.
- 6.3 Alterations, amendments and corrections should be notified by the Assoc. Directors of Education, within one week of receipt, with edited copy to be returned to the Head of Marketing and Communications within one further week using the forms attached at Appendices B (print) and D (web) respectively.
- 6.4 Final draft text may be reviewed by the Senior Management Group (SMG) no less than one week prior to the publication date.
- 6.5 The forms allow the HOMC to track changes to key print and digital programme marketing materials and should be saved in the “MarComms Shared” SharePoint. The Marketing Team is also responsible for including “Version Control” information on all print and digital marketing assets.

7. Monitoring and review

- 7.1 The Head of Marketing and Communications is responsible for monitoring the effectiveness of this policy and supporting procedures and will conduct reviews at appropriate intervals.

APPENDIX B

PUBLICATION AND BRANDING POLICY AND PROCEDURE

CORPORATE PRINT ADVERTISING AMENDMENT/APPROVAL FORM

Course:	
Publication:	
Copy Deadline	
Publication Date	
Advert size:	
Colour:	Full/Spot/Mono
Mandatory logos:	
Cost:	

The following amendments are required to the attached advert (please provide detail or write n/a):

The attached advert is approved.

Advert requested by:

(budget holder)

Date:

APPENDIX C

PUBLICATION AND BRANDING POLICY AND PROCEDURE

WEBSITE COPY REQUISITION FORM

Course:	
Start Date:	
Faculty:	
Subject Specialist:	
Course Staff:	
Required hyperlinks: Metanoia website pages: PSRB bodies:	
Mandatory logos:	
Text: (Headings form Digital Coordinator to be entered here)	
Course contact details:	

Website copy requested by: _____ (budget holder)

Date: _____

