**Business case for a sub-identity of the University marque**

University of Glasgow colleges, schools and research institutes have their own sub-identities. Occasionally, special permission may be given for the identity of a centre, service or other organisational unit of the University – where the unit is significantly externally-facing and the use of a separate sub-identity would be of clear benefit to the audience and the University.

Please complete all sections to provide a business case for your requested sub-identity. Please include as much supporting information as possible.

Return the completed form to:

Michelle Crane, University Marketing Manager, External Relations

Email: marketing-brand@glasgow.ac.uk

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| Name of sub-identity requested |  |
| Why is the sub-identity required?  |  |
| What would the benefit be to your service/centre? |  |
| What would the benefit be to the University? |  |
| Who are your external audiences and what would the benefit be to them?  |  |
| What would be the disadvantage in not having a sub-identity?  |  |