

## **PROFESSIONAL BRANDING GUIDELINES FREQUENTLY ASKED QUESTIONS (FAQs)**

### **1. What is a professional branding guidelines policy?**

A professional branding guidelines policy is a document that outlines the appropriate professional branding guidelines for an institution's internal stakeholders. Professional branding guidelines vary from company to company and are dependent on a company's culture and industry type.

### **2. Why does Strathmore University have a professional branding guidelines policy?**

The professional branding guidelines are an integral part of Strathmore's promise of holistic transformation of the student. At Strathmore, we prepare our students for the industry and this entails the aspect of how to portray oneself in the workplace through dress.

It is therefore important that students embrace the professional branding guidelines as part of their day-to-day living as this will make their transition to the workplace smooth.

### **3. What is the role of the fashion assistants?**

The Fashion assistants at the University assist with the implementation of the University professional branding guidelines. They are mandated with guiding students who may miss the mark with regard to adherence to the policy.

### **4. Where can I find the Strathmore University Professional branding guidelines policy?**

The Strathmore University Professional branding guidelines has been detailed in the Student's handbook. The Professional branding guidelines can be found on pages 35-37. Here is the link to the Students' handbook: <https://orientation.strathmore.edu/wp-content/uploads/2020/04/Final-2020-Handbook.pdf>

### **5. Does the professional branding guidelines policy apply to staff members? Yes, The Strathmore Professional branding guidelines apply to Staff and students**

### **6. Does the professional branding guidelines apply to guests?**

Yes, it does. Guests contribute to the learning environment for our students and are integral to the all-around formation of our students. Prior to events held within the University campus, participating organisations and attendees are furnished with the stipulated fashion guidelines. Please refer to the professional branding guidelines for guests on this link: <https://strathmore.edu/wp-content/uploads/2022/09/Strathmore-University-Dress-Code-1.pdf>

**7. Who can I speak to in case I have a professional branding matter to raise?** The office in charge of the implementation of the professional branding guidelines policy is the Mentoring Services Department. You can reach them via email at [Studentmentoring@strathmore.edu](mailto:Studentmentoring@strathmore.edu) or call 0703034068

**8. As a student, how do I know what is appropriate as per the Students Professional branding guidelines Policy?**

The student handbook gives guidance on the approved professional branding guidelines. The following videos are also useful:

**Dressing guidelines for female students:** <https://youtu.be/XSRk1ZLxEtI>

**Dressing Guidelines for male students:** <https://youtu.be/lBZgPguAK4c>

**Where to buy affordable official clothing:** <https://youtu.be/T6F91Pc34Oo>