



No. 316/PR
Dated: 10/06/2026

Notification

Commercial Advertisement/Branding Policy at IUB Campuses

1. It is notified for the information of all concerned that the Islamia University of Bahawalpur is a public sector higher education institution of Bahawalpur, consisting of campuses in Bahawalpur, Bahawalnagar, Rahim Yar Khan, Liaquatpur and Ahmedpur East. Therefore, all forms of commercial publicity, advertisements, promotional campaigns, marketing activities, display of banners, posters, standees, distribution of promotional material, bill boards, sign boards and installations of advertising content by any public or private sector organization within the University premises in any campus of IUB are strictly prohibited.
2. However, advertisement may be allowed at university campuses as per below given conditions.
 - a. If any individual or organization, student, employee, society, department, college, Institute or the directorate intends to display or distribute branding material of external public or private sector organizations / sponsors, he needs to seek prior approval of Worthy Vice Chancellor through Registrar Office/ Directorate of Outreach, Communication and Public Relations.
 - b. In case, any external organization collaborates with or provide sponsorship to any department / students society of IUB or provides financial support, then their publicity material and logo may be used after approval, only for the specific event and shall not be used or publicized solely or independently.
 - c. The use of the University's name, logo, image, facilities, or premises for promotional purposes by any outside organization without permission is also not allowed.
 - d. The Chief Security Officer and Principal Officer Estate Care will ensure that the unauthorized publicity or advertisement material be removed immediately.
 - e. Further, marketing/display through above mentioned means by any external organization may be allowed on special charges as per rates prescribed by the Treasurer Office.


Deputy Registrar Public Affairs

CC to:

1. All Deans/In-Charge of Faculties
2. Principal Constituent Colleges
3. All Heads of Teaching and Non-Teaching Departments
4. Director Campuses
5. All Faculty Members, Officers, Staff and Employees
6. Director Media and Public Relations
7. Executive Secretary to Vice Chancellor
8. PA to Registrar
9. Office Copy