



Policy Number:	SS-3300-1978
Policy Title:	Corporate Brand Adherence
Policy Owner:	Chief Marketing Officer
Effective Date:	January 1978
Last Revised:	September 18, 2017

1. Purpose

This policy ensures a positive and on-brand image of the College by mandating a consistent and professional approach to official and unofficial communications, brand and corporate identity.

2. Application and Scope

This policy applies to any student or staff member wishing to make use of the College's brand.

3. Definitions

"Advertising" is messaging done by the College to influence the decision-making of key stakeholders such as students choosing programs of instruction. Advertising is a form of a communication intended to persuade a particular audience. Under the current Ministry of Advanced Education and Skills Development (MAESD), advertising is used synonymously with "promotion" and does not have to include the exchange of money.

"Corporate Brand and Identity" refers to the management of the College's logo, signature, official name and other visual factors associated with its identity. Included are the management of the Strategic Plan, Mission Statement, Vision Statement and marketing messages conveyed through slogans, themes, graphic representation, photography and other forms of communication.

"Official Communication(s)" are messages conveyed on behalf of the College to an intended audience by various means. Examples of official communications can include publications (both electronic and print), advertising, emails/eblasts, multi-media including internet, intranet, social media channels, portals, videos, broadcast and other message systems.

4. Principles

Brand promotion and advertising materials are aligned with the College's strategic plan and the corporate marketing strategy with adherence to the relative Ministry directives, Canadian laws, rights and professional practices. Decisions and actions by College staff in the use of advertising and brand adherence must reflect the values and behaviours described in the Brand Identity Guidelines [Brand Identity Guidelines](#).

5. Accountability and Compliance

5.1 Accountability Framework

This policy has been approved by the Senior Leadership Team.

5.2 Compliance

The College's Chief Marketing Officer is responsible for monitoring compliance with the policy and updating it as required.

6. Rules

6.1 Advertising

College advertising in any format, including but not limited to broadcast, print, or internet is approved by the Marketing department prior to publication. College advertising conforms to Canadian Advertising Standards and complies with MAESD Advertising guidelines. College advertising does not contain deceptive claims, statements, illustrations or representations either direct or implied, nor does it omit relevant information.

6.2 Publications and Print Materials

The Chief Marketing Officer in consultation with the Registrar and other pertinent stakeholders, ensures the annual publication of a postsecondary program calendar and other marketing and recruitment publications and materials.

The Registrar is responsible for maintaining the official record of program and course information, including credentials, admission requirements, fees, and other information, including but not limited to the program calendar. The Chief Marketing Officer in collaboration with the Academic Deans ensure that Ministry guidelines for advertising and marketing are followed in the program calendar.

The Chief Marketing Officer in collaboration with the Head of Public Affairs ensure that all corporate publications and print materials meet corporate brand standards.

Publications and print materials that are to be used for marketing or advertising purposes are coordinated through the Marketing department and must follow the appropriate Ministry guidelines.

6.3 Website

The Chief Marketing Officer and the Chief Information Officer share accountability for College websites and intranet portals.

6.4 Corporate Identity

The official corporate identity of the College, including the correct use of the College's logo, fonts etc. is managed by the Marketing department. Official College communications, including publications, memos, letters and emails are free of gender bias terminology; written in plain language; and are available in alternative formats for people with disabilities in

accordance with AODA requirements upon request. These communications include information on how to access alternate formats.

All print, video and online materials developed to promote any part of the college and bearing the college logo must be approved through the marketing department. Services are available for design and printing and must go through the marketing department in order to ensure proper quotes and best pricing and quality. In-house printing will be considered before seeking external suppliers.

Promotional items (including clothing and all others) bearing the College's logo must follow the Brand Identity guidelines.

6.5 Complaints or Concerns

The Chief Marketing Officer and the Director of Marketing and Creative Services both work to ensure that complaints or concerns regarding deceptive or misleading advertising or promotion by the College are addressed in a timely manner.

6.6 AODA Compliance

College communications and publications follow College policy concerning the Accessibility for Ontarians with Disabilities Act with the objective of providing effective and useful communications for all persons.

7. Policy Revision Date

7.1 Revision Date

September 2020

7.2 Responsibility

The Chief Marketing Officer will review this policy every 3 years or earlier where required.

8. Attachments

Appendix A- Corporate Brand Adherence Procedure

9. Specific Links

CS-1500-2013 Web Posting and Electronic Notifications Policy

CS-1501-2013 Electronic Communications Policy

GC-4100-2013 Intellectual Property Policy

GC-4101-2013 Copyright Policy

GC-4300-2013 AODA Accessibility Policy

[Brand Guidelines and Logo Package](#)

[The Canadian Code of Advertising Standards](#)

Canadian Anti-Spam Legislation

Copyright Act

Intellectual Property

[AODA Web Content Accessibility Guidelines](#)