

## **1.0 POLICY STATEMENT**

- 1.1 The Visual Identity, as outlined in the Visual Identity Guidelines, shall be the only representation of the University on MacEwan property, print and electronic materials.

The Visual Identity includes guidelines on use of the official University logo and Armorial Bearings (Coat of Arms, Flag and Badge), the latter as registered in the Public Register of Arms, Flags and Badges of Canada.

## **2.0 PURPOSE**

- 2.1 The purpose of the Visual Identity is to ensure consistency in messaging, logo usage and visual representation across all faculties, schools and departments.
- 2.2 Consistent use of a Visual Identity sends a unified message about the University, its programming and the services it provides to prospective students, the community and staff.
- 2.3 Consistent use of the Visual Identity is also important in building brand equity for the University and for reinforcing institutional loyalty and relationships.

## **3.0 APPLICABILITY**

- 3.1 This policy applies to the Board of Governors, faculty and staff and related associations of the University. Responsibility for compliance with MacEwan policies and procedures extends to all members of the MacEwan community.

## **4.0 DEFINITIONS**

### **Executive Officer**

The president, vice presidents and equivalent positions.

### **Officer**

The president, vice presidents and equivalent positions, deans, directors and equivalent positions.

### **Visual Identity**

The approved logo and the approved institutional Armorial Bearings (Coat of Arms, Flag and Badge).

### **Visual Identity Guidelines**

The institution-wide use of the visual identity for applications including, but not restricted to: stationery, business cards, internal and external signage, electronic media, advertising and publications, and merchandise.

## **5.0 POLICY ELEMENTS**

- 5.1 The Officer responsible for University strategic communications and corporate marketing and/or delegated staff member(s) shall:
- 5.1.1 ensure that Visual Identity Guidelines are met, maintained, and applied correctly both internally and externally. This applies, but is not limited to:
- 5.1.1.1 media and advertising applications;

5.1.1.2 printed materials such as stationery, publications, and promotional items;

5.1.1.3 internal and external signage; and

5.1.1.4 electronic communications, including e-mail and the corporate website (www.MacEwan.ca) and Intranet (www.myMacEwan.ca).

5.1.2 consult on all applications of the Visual Identity and make final decisions regarding the usage of the same;

5.1.3 ensure that the Board of Governors receives for approval the Visual Identity Guidelines of the University after appropriate consultation within the University; and

5.1.4 communicate the Visual Identity Guidelines to the University community.

Managers responsible for marketing academic and service areas, in consultation with the department responsible for strategic communications and corporate marketing, shall follow the regulations noted in Section 5.1.1 and shall provide consultation for their faculties/schools/departments on the correct application of the Visual Identity

## **6.0 ASSOCIATED PROCEDURES**

None

## **7.0 RELATED POLICIES, FORMS, AND OTHER DOCUMENTS**

- University Armorial Bearings

## **8.0 ACCOUNTABILITY**

### **Policy Sponsor**

Vice-President, University Relations

### **Responsible Office**

Office of Communications and Marketing and Web Services

## 9.0 HISTORY

### Relevant Dates

Approved:	<b>24.07.04</b>
Effective:	<b>24.07.04</b>
Next Review:	<b>29.07</b>

### Modification History

<b>80.05.20:</b>	The policy E6010 was approved by Board Motion 6-16-79/80. Replaces Board Policy 9.5 approved by Board Motion 15-5-78/79. Board of Governors Motion to change Visual Identity 17 18-78/79 (Private Session).
<b>82.03.12:</b>	Reissued 82.03.12 to change policy number from B5930 to E6010.
<b>93.08.26:</b>	Amendments to reflect change in logo and outline the regulations, procedures and guidelines regarding the use of the College's logo were approved by Board Motion 2-01-93/94.
<b>01.07.05:</b>	Updated terminology (Grant MacEwan College, Marketing & Communications Department).
<b>03.02.01.1.1.1</b>	Terminology updated – “Marketing & Communications” changed to “External Relations”. Format updated.
<b>08.03.01:</b>	Format updated.
<b>10.01.11:</b>	Numbering change and merger with Marketing E6125.
<b>10.09.09:</b>	Revised and Updated by Board Motion 01-9-9- 2010/11. Replaces and retires E6125 University Marking Policy.
<b>24.07.04:</b>	Comprehensively reviewed resulting in minor revisions to update policy accountability and responsibility and to convert the policy to the current template. Approved by Policy Sponsor.