

 <b>CAPILANO UNIVERSITY</b>		<b>PROCEDURE</b>	
Procedure No.		Officer Responsible	
<b>OP.417.1</b>		<b>Executive Director, Advancement</b>	
Procedure Name			
<b>Brand, Promotions and Publicity</b>			
Policy This Procedure is Under		Date of Next Policy Review	
<b>OP.417 Brand, Promotions and Publicity</b>		<b>February 2023</b>	
Date Issued	Date Revised	Related Policies, Reference	
<b>February 14, 2018</b>		<b>OP.304 Public and Media Relations</b>	

## 1. PURPOSE

- 1.1. This procedure is to provide guidance to the Brand, Promotions and Publicity policy and supports strategic, timely, engaging, accurate, cost-effective and quality marketing and communications materials for Capilano University.

## 2. CONSULTATION AND DEVELOPMENT OF MARKETING AND PUBLIC COMMUNICATIONS MATERIALS

- 2.1. The primary processes are summarized on the communications & marketing webpage. These documents are produced and maintained by communications & marketing to support departments in developing and implementing promotional communications that are timely, effective, consistent with the brand and follow fair process.

## 3. CAPILANO UNIVERSITY BRAND

- 3.1. The graphic design of University marketing materials follows the Capilano University Brand Guidelines found on communications & marketing webpage.
- 3.2. Capilano University's logo is complex and rich in symbolism and meaning. Careful adherence to the guidelines for use is required. Sample applications and appropriate use of the Capilano University logo are outlined in the Brand Guidelines. Any proposed variations on the representation or use of the logo must be considered and approved by the University's communications & marketing department. Where there is divergence from the norm that cannot be resolved through an appropriate creative treatment, the recommendation of communications & marketing will prevail.

#### **4. COST RESPONSIBILITY**

- 4.1. Communications & marketing holds the responsibility for tracking all University advertising. For this reason, all advertising is required to be booked through communications & marketing, including social media.
- 4.2. Each request must be approved by the associated department director or dean in advance of requesting a booking.
- 4.3. Communications & marketing, along with the associated department director or dean, must approve of all charges either as a cost centre chargeback or as a P-card purchase prior to the advertising being placed.