

 CAPILANO UNIVERSITY		POLICY	
Policy No.	Officer Responsible		
OP.417	Executive Director, Advancement		
Policy Name			
Brand, Promotions and Publicity			
Approved by	Replaces	Category	Next Review
SLC	ARM 1010 & ARM 1009		February 2023
Date Issued	Date Revised	Related Policies, Reference	
February 14, 2018		OP.304 Public and Media Relations;	

1. PURPOSE

1.1. Through visual and written communications, Capilano University’s unique brand identity supports its messaging, marketing, media and public relations activities. The University’s brand strength is built and maintained through consistent use, and alignment with the service experience. This policy is our commitment to the guidelines and best practices that will ensure our story is heard, remembered, retold and actively served.

2. DEFINITIONS

“Brand identity” means the combination of the University’s service promise, campus experience and stakeholder expectations with tangible, stylistic elements that include the University’s name, logo, messaging and visual design.

“Corporate communication” relates to and reflects the organization as a whole entity; or any aspect or element of the organization that reflects its overall positioning, reputation and strategy.

“Promotional materials” means marketing collateral that supports the marketing of a particular service, program or initiative (i.e., fact sheets; brochures; press kits). Collateral is typically produced in print or otherwise manufactured in tangible form; however, it often has an online rendering (i.e., pdf brochure).

“Social media” means Internet-based, electronic communications channels through which users create online communities to share and consume information, ideas, images and other content.

3. SCOPE

- 3.1. This policy applies to all departments of the University engaged in the development and deployment of promotional materials. Such materials may be University-wide in relevance (corporate), or reflect a singular initiative, program or service. Essential guidelines, practices and supporting procedures documents are available through communications & marketing.
- 3.2. All advertising, including social media advertising, is facilitated and/or booked and tracked through communications and marketing.

4. POLICY STATEMENT

- 4.1. Marketing, promotions and public relations for the University is supported centrally by the communications & marketing department, with specific program and service promotions developed in collaboration with associated departments. The University's communications & marketing department is responsible for the implementation of this policy, in collaboration with departments contributing their knowledge, expertise or services to support successful project development that is consistent with related University policies and procedures.
- 4.2. Permission to use the logo is released in consultation with communications & marketing.