

 CAPILANO UNIVERSITY		POLICY	
Policy No.		Officer Responsible	
OP.417		Vice President, University Relations	
Policy Name			
Brand Identify and Promotions			
Approved by	Replaces	Category	Next Review
SLC		University Relations	May 2029
Date Issued	Date Revised	Date in effect	Related Policies
February 14, 2018	May 15, 2024	May 15, 2024	OP.304 Public and Media Relations OP. 609 Website and Digital Channels B.601 Copyright

1. PURPOSE

- 1.1 Capilano University (the "University") has developed a unique Brand Identity which builds the University's reputation as a leading teaching-focused institution and expresses its vision, goals and distinctive experience.
- 1.2 This policy supports the:
- a) clear and consistent use of all University Brand Identity elements and Branded Materials;
 - b) enables the University to establish strong brand recognition; and
 - c) prevents third parties from trading improperly upon the University's reputation or infringing upon its Official Marks.

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.

"Branded Materials" means, collectively, and includes but is not limited to, websites, digital and social media, business cards, letterhead and other stationery, merchandise, apparel, advertising and promotional materials, signage, brochures and other publications, and other similar materials.

"Official Marks" means Capilano University trademarks and other official marks.

3. SCOPE

- 3.1 This policy applies to all departments, faculties, units, employees or students engaged in the development and deployment of Brand Identity elements or Branded Materials. or the use of paid advertising.
- 3.2 Branded 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 Marketing & Digital Experience.

4. POLICY STATEMENT

- 4.1 Brand Identity development, marketing, and promotions for the University is supported centrally by the Marketing & Digital Experience department, with specific program and service promotions developed in collaboration with associated departments.
- 4.2 All Branded Materials will be created in line with the Capilano University Brand Guidelines.
- 4.3 The University's logo is complex and rich in symbolism and meaning. Permission to use the University logo is released in consultation with the Marketing & Digital Experience department. Careful adherence to the guidelines for its use is required. Any proposed variation on the representation or use of the logo must be considered and approved by Marketing & Digital Experience. Where there is divergence from the norm that cannot be resolved through appropriate creative treatment, the recommendation of Marketing & Digital Experience will prevail.
- 4.4 All paid advertising for the University must be approved by the relevant department director or dean and approved and booked by Marketing & Digital Experience.. All charges must be preapproved prior to the advertising being placed.
- 4.5 Resources and Guidelines to support departments, faculties, units, employees or students in developing and implementing Branded Materials will be made available in the marketing & digital experience area on the University's intranet.

5. RESPONSIBILITIES

- 5.1 Marketing & Digital Experience is responsible for:
 - a) Developing Brand Identity elements;
 - b) placing and tracking all University advertising;
 - c) collaborating with departments to support successful project development for advertising campaigns or brand initiatives; and
 - d) producing and maintaining processes, resources and guidelines that support the development of Branded Materials that are visually appealing, clear, effective, consistent, accessible and meet professional standards

6. DESIGNATED OFFICER

The Vice President, University Relations is the Policy Owner responsible for the oversight of this policy. The administration of this Policy and the development, subsequent revision to and operationalization of any associated procedures is the responsibility of the Director, Marketing & Digital Experience.

7. ASSOCIATED GUIDANCE

Capilano University Brand Guidelines

Capilano University Editorial Style Guide

Capilano University Social Media Guidelines

Capilano University Library Copyright Guide