



Brand Standards	
Category: Administrative	Approval Date: June 25, 2020
Policy Owner: Vice President Corporate	Effective Date: July 1, 2020
Policy Administrator: Marketing and Communications	Review Period: 5 years
Recommended by: Service Council	
Associated Documents Social Media Manual	

PURPOSE

To protect and promote Red Deer College’s image and reputation by providing direction on the consistent and appropriate use of the RDC Brand by ensuring:

- all College collateral materials and promotional items accurately support the established brand,
- consistent and appropriate use of the College's brand standards,
- the mitigation against the risk of diminished academic reputation, confused target audiences, and decreased recognition through incorrect, inconsistent or improper use of RDC’s brand.

SCOPE

This policy applies to all members of the College community as well as volunteers and contractors. This policy also applies to all College collateral materials and promotional items targeting an internal or external audience, including

- campus signage (indoor, outdoor, way-finding),
- advertising and print materials (e.g. business cards, letterhead, and other stationery, memos, fax cover sheets, PowerPoint presentations, reports, advertising material in print, electronic and digital formats),
- web, social media, email, voicemail and other forms of electronic promotion/communication,
- vehicle identification,

- brochures and other major publications,
- promotional material (merchandise – including branded clothing), and
- event marketing.

POLICY

1. Brand Standards are developed and published to direct consistent representation and messaging of the College.
2. The Marketing and Communications Department is the authority for
 - a. creating,
 - b. approving,
 - c. monitoring,
 - d. maintaining,
 - e. implementing, and
 - f. publishing the College's brand identity and standards.
3. The College's visual assets must be used in accordance with the brand standards established by the Marketing and Communications Department.
4. The Marketing and Communications Department provides the design and final approval for any new or redesigned visual elements not currently in the brand standards.
5. All advertising, collateral materials and promotional items must support the established brand (including but not limited to corporate, school, athletics and creative arts) and be approved by the Marketing and Communications Department.
6. RDC's Brand will be included in all partnership and/or sponsorship advertising and promotion.

RELATED POLICIES

Media Relations