



POLICY AND PROCEDURES

VISUAL IDENTITY

Code: 6.22

Category: Administrative

Effective Date: November 23, 1998

SUBJECT: VISUAL IDENTITY

POLICY: To maintain a high standard of quality, provide a consistent public image and encourage the use of only the approved and registered Visual Identity of Lethbridge College. This Visual Identity will represent the College and will be used for all College property, print and / or electronic publications.

PREAMBLE:

Consistent with the Lethbridge College Visual Identity and Publications Style Manual (attached), Lethbridge College visual identity, including logos and text, shall be used in a realistic and consistent manner. Use of this policy will reinforce the knowledge and awareness of Lethbridge College; provide a structure for the planning and production of all publications and/or promotional items, and assist in ensuring the quality and control costs associated with producing items for external audiences.

DEFINITIONS

Marketing and Communications: The Lethbridge College Department responsible for the liaison with both internal and external publics and the community as a whole.

Printing Services: The Lethbridge College department responsible for the creation or reproduction of print materials.

Bookstore: The Lethbridge College department responsible for the purchasing and sale of promotional items for internal and external consumers.

Visual Identity: A word, symbol or combination, used to distinguish the goods and services of the institution from those of others in the marketplace. On September 24, 1986, Lethbridge College registered its name, corporate logo and seal pursuant to Section 9 (1) (n) (iii) of the Trade-Marks Act. Altering or unauthorized use of any of these registered items is prohibited under the Act.

Logo: An identifying symbol or statement used for advertising or promoting a product or service. A logo may include an original design graphic image and / or name.

Text: Any printed or written material used to convey original information regarding Lethbridge College, its programs, courses or services.

Publications: Any printed or electronically published work originating from Lethbridge College or representing the work of any employee of Lethbridge College, including material distributed freely or for resale.

Promotional Items: Any item bearing the name, corporate logo and / or seal of Lethbridge College used in advertising or promoting the institution. May include, but not limited to: clothing, jewelry, stationery, gifts or personal items.

GUIDELINES

1. The Lethbridge College Board of Governors delegates the administration of the Lethbridge College Visual Identity to the Marketing Communications Department.

Marketing Communications:

- Will monitor implementation of the Visual Identity, in cooperation with Lethbridge College Printing Services and the Lethbridge College Bookstore, as per the Visual Identity and Publications Style Manual. This will assure that the visual identity guidelines as well as high standards of quality are met, maintained and used correctly for materials produced by / for Lethbridge College for external and / or internal use.
 - In cooperation with Lethbridge College Printing Services, has the responsibility to update the Visual Identity and Publications Style Manual to ensure it maintains accuracy. As well, that office will amend this policy, taking into account changes in technology, for its long-term use.
2. Any employee of Lethbridge College may refuse to reproduce or purchase any publication or item representing Lethbridge College which they believe to be in violation of this Visual Identity Policy or the Trade-marks Act.
 3. All text for publications intended for external audiences is to be approved by the originator's Dean, Director or Manager, in consultation with the Marketing Communications Department.

PROCEDURES

1. Applications of the Lethbridge College Visual Identity for publications must be approved by Lethbridge College Marketing Communications Department, and / or Lethbridge College Printing Services, prior to its use and / or reproduction.
2. The Lethbridge College corporate logo, must be reproduced as registered under the Trade-Marks Act. It shall appear in a clear and realistic manner on each document or publication representing it as information originating from Lethbridge College. Consistent with the Lethbridge College Visual Identity and Publications Style Manual (Attachment "6.22") the proportions and style of the Lethbridge College corporate logo may not be varied under any circumstances.
3. Inappropriate use of the Lethbridge College corporate logo and / or Visual Identity on any promotional item or publication is prohibited.

REFERENCE:

IPCC:	1996 10 08
Academic Council:	n/a
Board of Governors:	1996 10 22 (effective 1996 07 01)
	1998 11 23 (amended)