

Policy Information	
Policy No:	AD-CO-4.12
Approved by:	Executive Committee
Approval Date:	February 19, 2019
Executive Responsible:	Executive Director of Communication Services
Administrator Responsible:	Executive Director of Communication Services
Date of Next Review:	February 2024

CNC BRAND

Policy Statement

The College of New Caledonia (CNC) is committed to ensuring strong brand principles and clear guidelines for all internal and external audiences who interact with our brand.

Purpose / Rationale

This policy ensures that the College of New Caledonia brand is used in a consistent manner, thereby strengthening its value and minimizing risk from its misuse, including unauthorized and/or inappropriate use.

Scope / Limits

This policy applies to all branding by College of New Caledonia's departments, staff, faculty, internal bodies, students, and use of the CNC brand by affiliated or external individuals, stakeholders or partners.

Principles/Guidelines

General

1. The brand of the College of New Caledonia is a valuable part of the CNC identity. Internal and external users are required to use the brand in ways that promote and protect the brand.
2. The approved CNC brand is detailed in the *College of New Caledonia Brand Guidelines document (Brand Guidelines)*, which identifies all representations that can be used to represent the College. This document is available on the CNC Communication Services webpage.
3. The approved CNC logo should appear prominently on all official communication and marketing material, in accordance with the *Brand Guidelines*.

4. Any and all use of the CNC logo and brand elements in print and electronic materials (including email, social media, and web design) should comply with the *Brand Guidelines*.
5. The CNC Coat of Arms and Crest are to be used only by the CNC Board of Governors, President's Office, Communication Services department and Office of the Registrar.
6. Only the Communication Services department may approve the combination of the CNC logo and graphic device with partner logos. The CNC logo and graphic device may not be altered or combined with any other logos or graphic devices by other individuals or groups.
7. The Communication Services department can adjust the *Brand Guidelines* at any time, as needed.

Use of College Logo and Brand Elements by User Type:

College Regional Campuses, Schools, Departments, and Service Areas

1. College regional campuses, schools, programs, departments, and service areas are able to use the logo and brand elements in connection with official College business.
2. All regional campuses, schools, programs, departments, and service areas will receive specific logos designed and distributed by the Communication Services department for use on business documents, including letterheads and other printed and digital material.

Student and Affiliated Organizations

1. Registered student and affiliated organizations on all campuses may use the CNC logo with permission if such use complies with the Brand Guidelines. Only the Communication Services department may approve the combination of the CNC logo and graphic device with student and affiliated organizations' logos.

Persons and/or Entities Outside of the College

1. The CNC logo and brand elements may be used with permission by persons and/or entities outside of the College only pursuant to a membership, event, presentation, license, memorandum of understanding, approved partnership, or approved sponsorship. All of the above listed items are subject to the approval of the College of New Caledonia.

Prohibited Uses of College Logo and Brand Elements

General Prohibition

1. Branding that introduces new brand elements is not allowable unless approved by the Communication Services department.
2. Neither the name of the College nor any CNC logo or brand element may be used in any manner that may adversely impact the College's image or reputation, or would for any other reason be inappropriate for a publicly-funded college. Using the brand, logo or any other official CNC communication means (including but not limited to email, social media, and print) to represent the college in ways deemed inappropriate or harmful to the CNC reputation or brand identity is prohibited and subject to the college's disciplinary procedures.

Endorsements

1. Neither the name of the College nor any CNC logo or brand element may be used in any way that implies or states CNC's endorsement of: a political party, individual, or group; commercial product or service, or gives a false impression, is misleading, or could cause confusion regarding the College's relationship with any person or entity.

Violations

1. If a violation of this policy is identified, users are required to work with the Communication Services department to ensure the use of CNC's brand is in alignment with the Brand Guidelines.
2. Non-compliance with this policy will be addressed on a case-by-case basis and may be subject to the College's disciplinary procedures and/or revoked user status or access to assets.
3. Individuals within the college community who become aware of inappropriate or unauthorized use of the CNC brand are encouraged to notify the Communication Services department by emailing communications@cnc.bc.ca or by calling 250-561-5859.

Exceptions

1. Internal or external users may submit a request for an exception to this policy to the Communication Services department for special consideration.

Trademark

1. The College logo is registered under the *Canada Trade-marks Act*. No individual or organization may use any trademark that is identical or indistinguishable from the official College logo without written approval.

Definitions

1. Logo
The official image used to identify the College of New Caledonia, including the primary and secondary logos and any sub-logos within the approved brand architecture.
2. Brand or brand elements
All components within the approved visual identity of the College, including primary and secondary logos, colour palette, typography, tagline and graphic device.

Legislative and Collective Agreement References

[BC College and Institute Act](#)

[CNC Faculty Association Collective and Common Agreements](#)

[CNC CUPE Collective Agreement](#)

[Canada Trade-marks Act](#)

Links to Other Related Policies, Documents and Websites

Acceptable Use of Information Technology policy and procedures

[Administrative Personnel policy](#)

[Standards of Ethical Conduct policy](#)

[Standards of Conduct: Student Responsibility and Accountability policy](#)

[Social Media Accounts policy](#)

CNC Brand Guidelines document

CNC Website Governance Guidelines

Policy Amendment Log

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