

COLLEGE BRANDING PROCEDURE

This procedure is governed by its parent policy. Questions regarding this procedure are to be directed to the identified Procedure Administrator.

Functional Category:	Operations
Parent Policy:	College Marketing Policy
Approval Date:	January 15, 2020
Effective Date:	January 15, 2020
Procedure Owner:	Vice President, External Affairs and Brand
Procedure Administrator:	Director, Brand

Overview:

NorQuest College community has achieved a reputation for high standards in teaching, student outcomes, and service objectives. Maintaining a recognizable, consistent, and high quality brand identity is an ongoing affirmation of that level of excellence.

Brand & Creative Services coordinates, produces, and develops the brand identity through the design and production of college marketing, advertising, publications, stationery, promotional items, events graphics and displays, electronic and other collateral.

This procedure ensures the college brand identity is used consistently and appropriately.

Authority to establish this procedure is derived from the [NorQuest College Board of Governor's Policy No. 5](#), which delegates authority to the President and CEO to establish policies and procedures for the college's management and operation.

Procedures:

NorQuest College has Brand Guidelines that specify appropriate use of the college's name, logo, colours, and tagline. No other official logos will be developed, used, or displayed for NorQuest College, or NorQuest College-related entities other than those officially sanctioned for use by the NorQuest College Executive Committee and published in the NorQuest College [Brand Guidelines](#).

Employees

All employees must comply with the standards identified in the [Brand Guidelines](#) for all college marketing, advertising, publications, stationery, promotional items, events graphics and displays, and electronic and other collateral.

Logos and branded templates for commonly used business documents are provided on the employee portal Q under [Self-Serve](#). Requests for additional templates can be made to the Manager, Brand & Creative Services.

Vendors and other third parties

Vendors, suppliers, and partners of the college using the NorQuest College visual identity must follow the [Brand Guidelines](#) and use the logos provided on the college's external website under [NorQuest College Visual Identity](#).

Conditions

Materials that use the college logo or other elements of the college brand identity that are not templated should be submitted, in advance of being

used or published internally or externally, to the Manager, Brand & Creative Services, for review and approval to ensure proper and consistent application.

Marketing collateral projects should be referred to the Marketing & Web Design for coordination and guidance.

Reporting Unauthorized or Inappropriate Use

Members of the college community who become aware of the unauthorized or inappropriate use of the logo or brand identity elements are encouraged to notify the Manager, Brand and Creative Services. Materials that do not follow the Brand Guidelines should be removed and discarded.

Actions that constitute deliberate misuse of the logo or brand identity elements in a way that violates the [Code of Conduct Policy](#), [Respectful Workplace and Learning Environment Policy](#), or damages the reputation of the college will be subject to disciplinary action.

Trademark

The college protects its visual identity through registration under the *Canada Trademarks Act*. No person or organization may use any trademark identical to, or confusingly similar with, the trademarks and official marks of the college without written approval. College employees and students may not create NorQuest College logos or sub brands without written approval from the NorQuest College Executive Committee. To submit a request for approval, contact the Vice President, External Affairs and Brand.

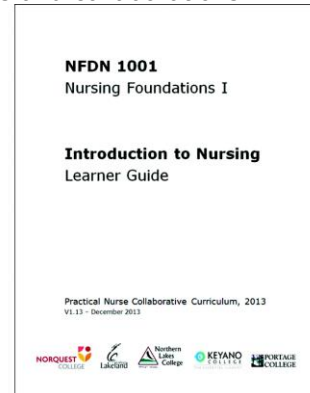
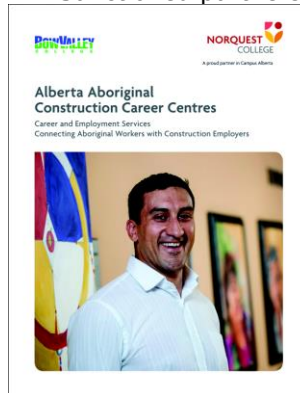
Cobranding

Relationships that may require cobranding include:

- Donor relationships



- Sanctioned partnerships and collaborations



- Event sponsorship



- Commercial use (no current examples)

For permission to use the NorQuest College logo by or with an external organization, contact the Manager, Brand and Creative Services.

Definitions:

Brand image: is how the college is perceived by stakeholders and the general public.

Brand identity: elements of the visual identity system as described by the Brand Guidelines including the logo, tagline, name, colours, and typography as well as any sub-brands, symbols, wordmarks, designs, templates and photographs developed to distinguish the identity of the college in the marketplace in print or online.

Cobranding: cobranding is the use of an external organization’s logo along with the NorQuest College logo. Cobranding demonstrates a relationship between the college and the external stakeholders.

Stakeholders: include prospective students and their influencers, current students, alumni, staff, faculty, Executive, the Board of Directors, government, donors, business and industry partners, other customers, and the general public.

Related NorQuest College Information:

- [Brand Guidelines](#)
- [Code of Conduct Policy](#)
- [College Communications Policy](#)
- [College Marketing Policy](#)
- [NorQuest College Visual Identity](#)
- [Respectful Workplace and Learning Environment Policy](#)
- [The Q: Self-Serve](#)

Related External Information:

- [Canada Trademarks Act](#)

Next Review Date:

December 2022

Revision History:

June 2014: new
January 2015: revised
August 2019: Compliance Office template & reorganization update
January 2020: content review and update to Administrator