

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 and Communications Policy
Approval date	January 15, 2020
Effective date	January 15, 2020
Procedure owner	Vice President, Enrolment and Communications
Procedure administrator	Director, Communications

Overview

NorQuest College (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.

Marketing and Communications 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 policy is derived from the [NorQuest College Board of Governors Policy No. 5](#) which delegates authority to the President and CEO to establish policies and procedures for the college's management and operation.

Procedure

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 Team and published in the NorQuest College [Brand Asset Library](#).

Employees

All employees must comply with the standards identified in the [Brand Asset Library](#) 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 [Brand Asset Library](#). Requests for additional templates can be made to the Director, Communications.

Vendors and other third parties

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

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 Director, Communications, for review and approval to ensure proper and consistent application. Marketing collateral projects should be referred to the Vice President, Marketing and Communications 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 Director, Communications. 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](#) or the [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 Team. To submit a request for approval, contact the Vice President, Marketing and Communications.

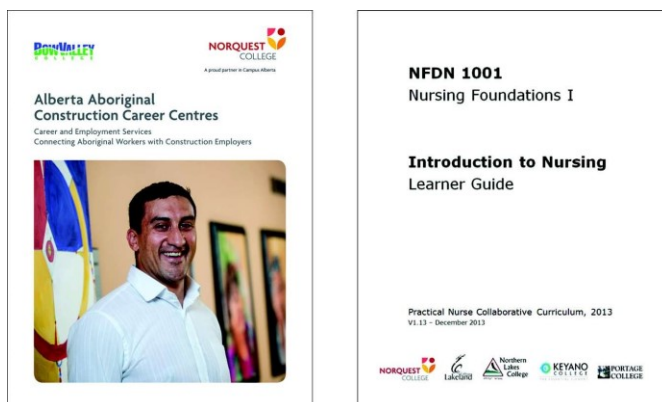
Cobranding

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 Director, Communications.

Definitions

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.

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

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 Governors, government, donors, business and industry partners, other customers, and the general public.

Related information

NorQuest College

- [Brand Asset Library](#)
- [Code of Conduct Policy](#)
- [College Marketing and Communications Policy](#)
- [NorQuest College Brand](#)
- [Respectful Workplace and Learning Environment Policy](#)

External

- [Canada Trademarks Act](#)

Next review date

December 2022

Revision history

Date	Version Number	Action
June 2014	V1	New.
January 2015	V2	Revised.
August 2019	V3 (published as V2-C)	Compliance Office template & reorganization update.
January 2020	V4 (published as V3)	Content review and update to Administrator.

March 2021	V5 (published as V4)	Update for department change & to revision number.
February 2024	V6	Information, Risk & Compliance template & reorganization update.