

ALGONQUIN COLLEGE DIRECTIVE	NO. OF PAGES 2	DIRECTIVE NO. A4
	ORIGINATOR Director, Marketing	
	APPROVED BY President's Executive Committee	
TITLE COLLEGE CORPORATE IMAGE	EFFECTIVE DATE 2001.08.21	REPLACES 1995.04.15

MANAGEMENT POLICY

In keeping with College objectives, all departments are to maintain a consistent graphic image which reflects our commitment to professional standards. (Graphics are found on signs, stationery, business cards, promotional materials, publications, didactic materials, Internet information sources, vehicles, etc.)

GUIDELINES

The specifications for the corporate graphic image (letterheads, business cards, etc) and the marketing graphic image (promotional material) are found in the College's Graphic Standards Manual.

RESPONSIBILITIES

1. Corporate Graphic Image

- 1.1 All corporate materials which show the College wordmark are to be approved by the Director of Marketing prior to printing or production.
- 1.2 College departments are to follow the specifications laid down in the Graphic Standards Manual when producing corporate materials.
- 1.3 Permission must be obtained from the Director of Marketing for exceptions to "1.2" above.

RESPONSIBILITIES

2. Marketing Graphic Image

- 2.1 The Director of Marketing is responsible for College-wide design management, including policy advice, co-ordination, supervisory review and approval, and the maintenance of the Graphic Standards Manual.

- _____2.2 All marketing material which shows the College wordmark is to be approved by the Director of Marketing or a designate prior to printing or production.
- _____2.3 College departments are to follow the specifications laid down in the Graphic Standards Manual when producing corporate or marketing materials.
- 2.4 Permission must be obtained from the Director of Marketing for exceptions to "2.3" above.

PROCEDURES

1. Staff are to refer to the Graphic Standards Manual when preparing corporate or marketing materials which incorporate graphics.
2. When corporate or marketing materials are ready for printing or production, the artwork (or desktop publishing equivalent) is to be approved by the Director of Marketing or designate.
3. Address questions or items for clarification to the Director of Marketing or designate.

(original signed by)
Director, Marketing

(original signed by)
President