

AD09 College Corporate Image

Classification:	Administration
Responsible Authority:	Director, Marketing and Recruitment
Executive Sponsor:	Vice President, Student Services
Approval Authority:	Algonquin College Executive Team
Date First Approved:	2001.08.21
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PURPOSE

To establish and maintain a Corporate Identity Program to project and promote a positive, unified and identifiable image of the College.

SCOPE

This policy applies to all academic and administrative departments of the College, the Algonquin College Students' Association and other associations and partners affiliated with the College, and all parties who apply the Algonquin College Wordmark to their print or digital materials.

DEFINITIONS

Word/Term	Definition
Algonquin College Students' Association	A non-profit corporation governed by a Board of Directors to represent Algonquin College students. All members of the association are Algonquin College students in postsecondary programs.
Associations and Partners	External group or individual working in collaboration with Algonquin College where affiliation is purposeful and public.
Advertising	A subset of marketing that employs a sponsored message to promote the College.
Brand Identity Standards	A series of manuals detailing appropriate use of the College brand positioning, theme and identity. Each manual contains technical information and guidance to visually implement the brand.
Coat of Arms	The College armorial bearings are steeped in symbolism, reflecting Indigenous and Canadian cultures. The most formal element of Algonquin College's visual identity. The Coat of Arms has limited application reserving its use for ceremonial instances, official and presidential documents, and select merchandise.

College Monogram	The monogram (AC) is a unique and simple signifier for the College. Due to its simplicity, it's more versatile than the wordmark, making it useful in small or limited-space applications or as a graphic ornament for various designs.
College Wordmark	The wordmark is the College's primary logo and the cornerstone of its visual identity.
Corporate Identity Program	Defines a set of brand identity standards to ensure consistency and quality in the manner by which the College presents itself to its audiences.
Corporate Image	The manner by which the College presents itself and is perceived by its stakeholders and general public.
Marketing	A series of strategies and tactics that promote the College and its offerings.

POLICY

1. The perception stakeholder groups, as well as the general public, have of Algonquin College is influenced by how the College and our affiliated associations and partners present itself. All applications of the Algonquin College Corporate Identity Program will adhere to the standards presented in the College's Brand Identity Standards and any supporting documents to which it refers. The manuals define use of branded elements such as logotypes, Wordmark, Monogram, Icon, Coat of Arms, sub-brands, graphic elements, colours, typography, and imagery across various mediums and use cases.
2. The College Wordmark will appear on all printed promotional material. It should always be given a place of importance, away from other visual elements, including text.
3. All Algonquin College departments, as well as those included within scope, will maintain a positive and consistent corporate image that promotes Algonquin College and reflects its high standards of quality.
4. The Director, Marketing and Recruitment has delegated authority to oversee the College Corporate Identity Program, including review, updates and management of the Brand Identity Standards. The College Marketing Department is available for consultation and guidance in all matters concerning the College's Corporate Identity Program.
5. All of those to which this policy applies who depict the College identity or corporate image in ways deemed unacceptable or that could lead to unfavourable perceptions of the College may be required to assume the costs of reproducing the product, document, or digital file in question.

PROCEDURE

Action	Responsibility
1. Submit Brand Identity Standards to the Algonquin College Executive Team for approval.	Director, Marketing and Recruitment
2. Adhere to College's Brand Identity Standards when preparing all corporate, marketing, or advertising material.	All of those to which this policy applies

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| <p>2.1 Leverage templates prepared by the College Marketing Department to ensure consistent brand application. i.e. stationary, slide decks, email signature, digital backgrounds, etc. These resources are available on the AC Marketing website.</p> <p>2.1.1 The College Marketing Department will outline the availability of these resources annually through MyAC.</p> | <p>All College departments and employees</p> <p>College Marketing Department</p> |
| <p>2.2 External associations, partners and stakeholders must seek approval from the Marketing Department to use the College Wordmark or other brand elements that will be used to identify or represent Algonquin College.</p> | <p>External stakeholders, associations, partners and community</p> |
| <p>3 Seek guidance on the technical implementation of the various brand identity standards when unsure.</p> | <p>All of those to which this policy applies</p> |
| <p>3.1 Submit a Marketing Project Request for guidance or service from the College Marketing Department. This includes web support for algonquincollege.com and email automation requests. Please note that updates to program information stored in Genesis must be vetted first by Academic Development.</p> | <p>All of those to which this policy applies</p> |
| <p>4 Submit to the College Marketing Department for approval any external marketing or advertising placement. This includes print collateral, digital advertisements, radio or television commercials, etc.</p> | <p>All College departments and employees</p> |

SUPPORTING DOCUMENTATION

[Algonquin College Visual Identity Standards](#)

[Coat of Arms Visual Identity Standards](#)

[AC Vehicle Visual Identity Standards](#)

[AC Merchandise Identity Standards](#)

[AC Written Identity Standards](#)

RELATED POLICIES

AC03 AODA Integrated Accessibility Standards Regulation

AD18 Social Media Account Management

PM04 Advertising and Selling on Campus

PM07 Naming of College Features

RELATED MATERIALS

[Ministry of Training, Colleges and Universities – Minister’s Binding Policy Directive on the Framework for Programs of Instruction, Appendix D: College Advertising and Marketing Guidelines](#)

www.tcu.gov.on.ca/pepg/documents/FrameworkforPrograms.pdf

[Canadian Radio-television and Telecommunications Commission – Canada’s Anti-Spam Legislation](#)

<http://fightspam.gc.ca/>

[Government of Ontario – Accessibility for Ontarians with Disabilities
https://www.aoda.ca/](https://www.aoda.ca/)