

Policy Information	
Policy No.:	AD-CO-4.12
Approved By:	Executive Committee
Approval Date:	October 29, 2024
Executive Responsible:	Vice President, Student Affairs
Administrator Responsible:	Director, Marketing and Events
Date of Next Review:	October 2029

CNC BRAND

Policy Statement

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

Purpose

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

Scope

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

Principles

General

1. Marketing and Events Services is the main resource for anything related to the College’s brand or its elements. They are responsible for setting and updating brand guidelines, approving logo use, and helping to prepare or review CNC brand materials to ensure consistency and adherence to CNC standards.
2. CNC’s brand is a valuable part of the CNC identity. Internal and external users must use the brand in ways that promote and protect the brand.
3. The approved CNC brand is detailed in the *College of New Caledonia Brand Guidelines document (“Brand Guidelines”)*. This document identifies all brand materials that can be used to represent the College.

4. The approved CNC logo should appear prominently on all official communication and marketing material, following the *Brand Guidelines*.
5. Any and all use of the CNC logo and brand elements in print (advertisements, handouts, brochures, etc.), digital (email, social media, web design, etc.), or physical materials (swag, merchandise, clothing, signage, promotional items, giveaways for internal or external use, etc.) must comply with the *Brand Guidelines*.
6. The CNC Coat of Arms and Crest are to be used only by the CNC Board of Governors, President's Office, Marketing and Events Services, and Office of the Registrar.
7. Only Marketing and Events Services will approve the combination of the CNC logo and visual elements with partner logos. The CNC logo and visual elements may not be altered or combined with any other logos or visual elements by other individuals or groups.
8. Marketing and Events Services 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

9. College regional campuses, schools, programs, departments, and services may use the logo and brand elements for official College business.
10. All regional campuses, schools, programs, departments, and service areas will receive specific logos designed and distributed by Marketing and Events Services for use on business documents, including letterheads and other printed and digital material.
11. Use of the College logo or brand materials for any purpose for advertising or external relations must be approved by Marketing and Events Services.

Student and Affiliated Organizations

12. Registered students and affiliated organizations on all campuses may use the CNC logo with permission and following the *Brand Guidelines*. Only Marketing and Events Services may approve the combination of the CNC logo and visual elements with student and affiliated organizations' logos.

Persons and/or Entities Outside of the College

13. The CNC logo and brand elements may only be used by people or organizations outside of the College through a membership, event, presentation, license, memorandum of understanding, approved partnership, or approved sponsorship. All of these must be approved by Marketing and Events Services.

Prohibited Uses of College Logo and Brand Elements

General Prohibition

14. Branding that introduces new brand elements is not allowed unless approved by Marketing and Events Services.
15. It is prohibited to use CNC's brand, logo, or any other official CNC communication (such as email, social media, print, etc.) to represent the College in ways that are inappropriate or harmful to CNC's reputation or brand identity.

Endorsements

16. The name of the College and any CNC logo or brand element cannot be used in a way that suggests or claims CNC supports a political party, individual, group, or commercial product or service. Additionally, they cannot be used in a way that creates a false impression, is misleading, or could cause confusion about the College's relationship with any person or organization.
17. The college community members may seek consultation with Communications and Advancement about the appropriateness of such endorsements.

Violations

18. If someone violates this policy, they must work with Marketing and Events Services to ensure they follow CNC's Brand Guidelines.
19. Each instance of breaking this policy will be handled individually and may result in disciplinary actions or revoked access to CNC brand assets.
 - 19.1. Any disciplinary action will follow the terms of the appropriate collective agreement or the *Administrative Personnel* policy.
20. Individuals who become aware of inappropriate or unauthorized use of the CNC brand will notify Marketing and Events Services by emailing marketing@cnc.bc.ca or by calling 250-601-0833.

Exceptions

21. Internal or external users can ask Marketing and Events Services to consider their request for an exception to this policy.

Trademark

22. The College logo is registered under the *Canada Trade-marks Act*. No one can use a logo that looks the same or very similar to the official College logo without written approval.

Definitions

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.

Brand or brand elements

All components within the approved visual identity of the College in print, digital or physical material, including, but not limited to, primary and secondary logos, colour palette, typography, tagline, and graphic device.

Legislative and Collective Agreement References

- [Canada Trademarks Act](#)

Links to Other Related Policies, Documents, and Websites

- Acceptable Use of Information Technology AD-IT-6.02
- Administrative Personnel AD-HR-1.02
- Standards of Ethical Conduct AD-HR-1.05
- Student (Non-Academic) Misconduct E-1.45
- Social Media Accounts AD-CO-4.09
- [CNC Brand Guidelines document](#)

Policy Amendment Log

Amendment Number:	Date:
0	February 19, 2019
1	October 11, 2024
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