

TITLE: BRAND STANDARDS

POLICY STATEMENT:

Brand Standards are developed and published to direct consistent representation and messaging of RDC. The Director of Marketing and Communications is the authority for developing, approving, monitoring and implementing RDC's brand identity and standards.

PURPOSE:

The purpose of this policy is to ensure all RDC collateral materials and promotional items support the established brand (including, but not limited to: corporate, school, athletics, performing arts). Consistent and appropriate use of RDC's Brand Standards:

- Helps to build a strong, unified picture of RDC
- Protects and promotes RDC's image and reputation
- Increases awareness of and preference for RDC
- Ensures all materials accurately represent RDC and are true to the established brand
- Reduces design costs and inefficiencies

Incorrect, inconsistent or improper use of RDC's brand can result in diminished academic reputation, confused target audiences and decreased recognition.

SCOPE:

This policy applies to all RDC collateral materials and promotional items targeting an internal or external audience, including, but not limited to:

- Campus signage (indoor, outdoor, way-finding)
- Advertising and print materials (e.g. business cards, letterhead, and other stationery, memos, fax cover sheets, PowerPoint presentations, reports, advertising material in print, electronic and digital formats)
- Web, social media, email, voicemail and other forms of electronic promotion/communication
- Vehicle identification
- Brochures and other major publications
- Promotional material (merchandise – including branded clothing)
- Event marketing

PRINCIPLES:

RDC's brand is a valuable asset that requires careful management.

DEFINITIONS:

Brand: A brand is developed over time through marketing campaigns involving items such as consistent use of a logo, tagline, colour pallet, theme, messaging and voice. It is a concept, a collection of perceptions, expectations and stories that is authenticated through a stakeholder's direct experience.

Brand Standards: A set of guidelines that govern how we represent RDC. The guidelines govern the use of logos, fonts, colours, graphics, symbols, wordmarks, voice and other materials that support RDC's identity and consistent branding.

Brand Voice: More than specific words and phrases, brand voice is the tone in which you speak to and connect with your audience. It is the 'personality' of your brand.

Collateral Material and Promotional Items: A collection of marketing communications tools used as part of an overall marketing strategy. Examples are provided under "Scope".

GUIDELINES:

1. The Marketing and Communications Department creates, maintains and publishes Brand Standards.
2. RDC's visual assets are used in accordance with the Brand Standards.
3. The Marketing and Communications Department provides the design and final approval for any new or redesigned visual elements not currently in the Brand Standards.
4. The Marketing and Communications Department must approve the design and production of advertising, collateral materials and promotional items intended for internal and external consumption.
5. The Marketing and Communications Department serves as the project manager for the design and production of external advertising, promotional brochures, flyers, posters, social media sites and web pages for departments, Schools, and service areas within RDC who wish to develop collateral materials and promotional items.
6. RDC's Brand is included in all partnership and/or sponsorship advertising and promotion. The Marketing and Communications Department collaborates on all co-branding opportunities to ensure standards are met.

PROCEDURE:

1. Brand Basics

- 1.1. Every employee of RDC is expected to follow established brand compliant procedures such as: voicemail and email signature guidelines, stationary and business card templates, electronic templates (i.e. PowerPoint templates).
- 1.2. Guidelines can be found on Brand Central Station on The Loop or from the Marketing and Communications Department.

2. Developing Collateral Materials and Promotional Items

- 2.1. Meet with a Marketing & Communications Consultant to discuss strategies, objectives, target audience, and production timelines for the development of all collateral materials and promotional items.
- 2.2. If the development of a new or redesigned visual element is requested, the Marketing and Communications Department works with the requesting department to review the marketing and business objectives. Once approved, timelines and processes for development are established.

3. Advertising

- 3.1. The Marketing and Communications Department establishes a graphic style or "ad template" for all RDC advertising.

- 3.2. Individuals consult with the Marketing and Communications Department to determine strategy, accurate messaging and proper media selection.
- 3.3. The Marketing and Communications Department places, monitors and coordinates all advertising in any media.
- 3.4. Departments are responsible for all associated costs of placing advertising and purchasing promotional materials.

OFFICER RESPONSIBLE: Vice President of College Services

RECOMMENDING AUTHORITY: Service Council

CONSULTATION FOR REVIEW: Senior Administration, Marketing and Communications Department

POLICY REVIEW DATE: February 2020

EFFECTIVE DATE: February 1, 2015

REVISION HISTORY: February 1, 2001 (Visual Identity Standard Practice)
February 1, 2001 (Promotional Material Development Standard Practice)
February 1, 2001 (Advertising & Promotions Standard Practice)
February 1, 2001 (Red Deer College Image and Graphic Standards Policy)
February 1, 2015 (standard practices rescinded, Brand Standards Policy in effect)

RELATED POLICIES:

- Media Relations
- Web Site and Portal
- Social Media

CONNECTION TO BOARD POLICIES:

All RDC policies support relevant Board of Governors operational policies.