



Brand Standards Policy	
Category: Administrative	Approval Date: June 25, 2020
Policy Owner: Vice President External Relations	Effective Date: July 1, 2020
Policy Administrator: Strategic Communications and Marketing	Review Period: 5 years
Recommended by: Service Council	
Associated Documents Social Media Manual	

PURPOSE

To protect and promote Red Deer Polytechnic's image and reputation by providing direction on the consistent and appropriate use of the Polytechnic brand by ensuring:

- all Polytechnic collateral materials and promotional items accurately support the established brand,
- consistent and appropriate use of the Polytechnic's brand standards,
- the mitigation against the risk of diminished academic reputation, confused target audiences, and decreased recognition through incorrect, inconsistent, or improper use of RDP's brand.

SCOPE

This policy applies to all members of the Polytechnic community as well as volunteers and contractors. This policy also applies to all collateral materials and promotional items targeting an internal or external audience, including

- campus signage (indoor, outdoor, wayfinding),
- 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), and
- event marketing.

POLICY

1. Brand Standards are developed and published to direct consistent representation and messaging of Red Deer Polytechnic.
2. The Strategic Communications and Marketing department is the authority for
 - a. creating,
 - b. approving,
 - c. monitoring,
 - d. maintaining,
 - e. implementing, and
 - f. publishing the Polytechnic's brand identity and standards.
3. The Polytechnic's visual assets must be used in accordance with the brand standards established by Strategic Communications and Marketing.
4. Strategic Communications and Marketing provides the design and final approval for any new or redesigned visual elements not currently in the brand standards.
5. All advertising, collateral materials and promotional items must support the established brand (including but not limited to corporate, school, athletics and creative arts) and be approved by Strategic Communications and Marketing.
6. Red Deer Polytechnic's brand will be included in all partnership and/or sponsorship advertising and promotion.