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BRAND IDENTITY AND AUTHORIZED USE POLICY

POLICY STATEMENT

North Island College’s brand identity expresses our institutional values, mission, vision, and mandate within and on behalf of the communities we serve.

PURPOSE STATEMENT

North Island College’s (NIC) name and brand identity are used in all internal and external official college communications and marketing material. NIC’s brand identity adheres to specified guidelines as outlined in NIC’s Brand Identity Guide as authored and maintained by the Marketing and Future Students (MFS) team.

SCOPE AND APPLICATION

All internal and public-facing communication and marketing materials in digital or physical formats.

PRINCIPLES

1. NIC’s brand identity is an expression of our values and unique traits. It conveys an authentic, impactful, and differentiated presence and is how the college builds connection, trust and reputation with audiences and influencers alike.

2. The college logo and name are foundational aspects of a coherent overall brand identity and must not be altered in whole or part without the consent of the responsible Vice President or designate

DEFINITIONS

Brand: The conceptual and emotional perception of NIC to our audiences.

Brand Identity: The visual and verbal articulation of our brand promise, core values and personality traits. Our identity helps us influence the perception, reputation, and differentiation of the college. It must be applied to official communications, promotional materials, products, and experiences across all channels in accordance with the Brand Identity Guide.

Marketing Materials: All items that promote and represent the college, including but not limited to websites, digital ads, social media, stationery (including business cards and letterheads), signage, apparel and merchandise and printed products, including print ads, editorial pieces, brochures, posters and other publications or similar materials.

Logo: NIC's primary visual mark, and all approved variations. Its integrity must always be maintained. It has three key elements: the wordmark, graphic emblem, and initials.

Visual Elements: Brand elements used to design visual products in various forms of media, such as illustrations and icons, photography, videography, user interfaces, promotional products, signage and similar media.

Marketing and Future Students (MFS): the team responsible for developing, monitoring, revising, and authorizing all applications of NIC's brand identity. This team reports to the Vice President, Students and Community.

Community and Public Affairs (CPA): the team responsible for developing and delivering NIC's internal communication, along with all external storytelling including media releases, interview requests and press conferences. This team reports to the Vice President, Students and Community, also assists with design, advocacy and community engagement, while supporting the college's brand identity.

Marketing: the practice of strategically positioning a brand (and its products and/or services) in the marketplace to generate awareness and drive interest with target audiences. Marketing includes tactics and strategies such as branding, advertising, differentiation, market research, sales and channel distribution. The goal of marketing is to establish meaningful relationships with target audiences to drive business growth.

Advertising: is a marketing activity deployed to persuade a target audience to take specific action related to a product or service. In most cases, advertising is a paid activity. It can take many forms including but not limited to digital ads (social media, search engine, video), print ads (newspaper, magazines), out-of-home ads (billboards, posters), direct mail, television or radio ads.

Communications: at its core is storytelling. It's the activity of sharing information. In more technical terms, it is an umbrella term for sending, receiving, producing and distributing content designed to inform. At NIC internal and external communication requests should be shared with Community and Public Affairs.

GUIDELINES (REQUIREMENTS FOR USE)

1. Appropriate use of NIC's brand identity, including the logo, visual elements and editorial style is outlined in detail in the North Island College Brand Identity Guide. Copies of the Brand Identity Guide are available on the college's internal Marketing and Future Students employee resource site or by request through the MFS department.

2. All departments and staff are required to adhere to the correct and appropriate application of the college's brand identity and its components.
3. Application of the college's brand identity is permitted only to promote North Island College, its programs and services, communications, promotional materials, initiatives, and business.
4. Permission to use or alter NIC's logo or other brand elements must be received from the MFS department before production or use. Where there is a proposed use that does not meet the published brand standards, the recommendation of the MFS department is final.
5. All advertising for the college must be approved and booked by the MFS department.
6. College communications and promotional material are produced by responsible staff in MFS and Community and Public Affairs (CPA). Production is initiated through department, division or institutional plans, projects and processes. NIC employees can request support through the College's [internal service desk system](#).
7. Employees are to consult with the Associate Director of Community and Public Affairs and the Associate Director of Marketing and Future Students before engaging with and hiring external contractors to produce any public-facing, branded communication and marketing materials in digital or physical formats.
8. Up-to-date resources and guidelines to support departments, faculties, units, employees, or students in developing and implementing branded materials will be made available on the Marketing and Future Students internal employee resource site.
9. Employees may self-serve the NIC Brand Identity Guide and resources from [NIC's internal employee resource site](#).
10. The responsibility and authority for the development of NIC's brand identity, including the design concepts and standards required in use across all areas of the College, its sponsorships and partnerships, rests with the Vice President Students and Community or their designate (typically the administrator responsible for college marketing).

LIMITATIONS (PROHIBITED USE)

North Island College's (NIC) name and brand identity must not be used:

1. For any application or use that does not comply with the requirements listed in this policy.
2. For any third-party or vendor not sanctioned by the Vice President, Students and Community Engagement or designate (typically the administrator responsible for college marketing) such as unapproved public-facing digital properties such as websites, social media accounts, listings or similar
3. For communications, promotional material, initiatives, business, or entities that harm the credibility or reputation of the college.

4. For personal or financial gain of a third party or individual as per NIC Policy 1-20 Code of Ethical Conduct.
5. In connection with explicit content, illegal or dangerous products, drugs, tobacco, gambling, sexually suggestive products or language or discriminatory language.
6. For student course work or social activities that may falsely be perceived as official college communication or promotional material. Where a student is involved in coursework that results in an event, project or initiative endorsed by a college department, the department will collaborate with MFS for correct and appropriate application of the college name and brand identity. Where there is a proposed use that does not meet the published brand standards, the recommendation of the MFS department is final.
7. For student fundraising independent of the North Island College Foundation (which is detailed in NIC Policy 1-07 Fundraising), students must work with the responsible department to consult with MFS for appropriate application of the NIC brand.

LINKS TO OTHER RELATED POLICIES, DOCUMENTS AND WEBSITES

[NIC Brand Identity Guide](#)

[NIC Policy 1-20 Code of Ethical Conduct](#)

[NIC Policy 1-07 Fundraising](#)