



Policy	#5-07
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Administrator Responsible:	Vice President, Students and Community Engagement

Corporate Graphic Identity – Use of The College Logo

POLICY STATEMENT

The North Island College logo and name are to be used in all corporate communications and are to be reproduced according to specified guidelines as outlined in the *North Island College Visual Identity Guidelines*. The logo is not to be altered, distorted or combined visually in any way with any other symbol.

PURPOSE STATEMENT

The single most important element of a graphic identity system is a distinctive symbol or visual image which creates a strong visual expression of the organization it signifies. Care has been taken to design a corporate logo and graphic that is simple and memorable, and that communicates the spirit of North Island College. The success of the corporate identity program depends on faithful adherence to guidelines described in the *North Island College Visual Identity Guidelines*.

SCOPE AND APPLICATION

All corporate communications including all public-facing print and virtual correspondence and documentation.

PRINCIPLES

1. North Island College's corporate identity is a visual representation of our brand positioning. It enables a unified, positive, flexible focus for the College.
2. The College logo and name are part of a coherent overall visual identity and cannot be altered in whole or part without the consent of the responsible Director.

Definitions:

College logo: The College's logo is a visual representation of our brand, and its integrity must be maintained at all times. It is comprised of three key elements: the wordmark, the graphic emblem and the initials.

Guidelines:

1. Use of the College logo and graphic is outlined in detail in the *North Island College Visual Identity Guidelines*. Copies of the Guidelines are available on the college's internal marketing site or by request through the Marketing and Future Students department.
2. All Departments and staff are requested to ensure the proper utilization of the institution's brand identity and its components. The ultimate responsibility for the development and control of the identity program, including the design concepts and standards required in all areas, rests with the Director responsible for college marketing.