

SUBJECT: VISUAL IDENTITY AND DESIGN OF OFFICIAL UNBC PROMOTIONAL MATERIALS

1. Purpose

This policy is intended to establish guidelines for the design and presentation of official promotional materials for UNBC services, departments, programs and operations. The objective is to create a consistent visual identity for UNBC's marketing and promotional activities. A consistent identity is important in assuring a uniform quality, cost-effectiveness, and instant public recognition. In the case of the Web, key design elements are also fundamental to easy navigation.

2. Scope

This policy will apply to all official UNBC promotional materials (publications, website, signage/banners, newspaper advertising, etc). This includes the promotional/marketing materials for all UNBC administrative departments, academic programs, and operations. This policy does not cover internal memos, personal web pages, promotional materials for student clubs (except varsity athletics), materials designed primarily for use in teaching and research, the dissemination of research results, nor other activities not directly intended for the public.

3. Authority

This policy is administered by the Director of Media & Public Relations.

4. Any Other Information

These guidelines refer both to the content and design of official UNBC promotional materials.

- 4.1 The contents of official promotional materials must not violate the ethical guidelines of the University (particularly the Computing policy concerning the conduct regarding electronic mail and other University information resources) nor serve outside commercial goals.
- 4.2 The general design of official promotional materials is developed and approved by the Director of Media & Public Relations and includes proper representation of UNBC's official symbols and colors. Content must accurately depict the University, its programs, attributes, and operations.
- 4.3 The design of official promotional materials must correctly display University symbols as outlined in the UNBC Graphic Standards Manual (see the Office of Communications policy concerning the University's Graphic Standards). Correct versions of the official logos/symbols can be downloaded from www.unbc.ca/logos.
- 4.4 Official web pages must reside on the www.unbc.ca server, maintained by Administrative Computing Services. For units within the University, the design template developed by the Office of Communications applies to the homepage and subsequent pages that contain official information about the operation of each program, department or service. Links may be included to unofficial information (faculty pages, course outlines research papers, student/alumni successes, etc).

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- 4.5 The University is involved in a number of partnerships with other organizations/institutions/agencies. The promotional materials for these partnerships will be assessed on a case-by-case basis. It is appropriate, however, for the UNBC logo to be part of these materials, to clearly identify a connection with the University.