

Policy Name:	Advertising Policy
Originating/Responsible Department:	University Communications
Approval Authority:	Senior Management Committee
Date of Original Policy:	December 2010
Last Updated:	January 2022
Mandatory Revision Date	January 2027
Contact:	Director, Marketing and Brand Strategy, Department of University Communications

Purpose:

Carleton recognizes the value of advertising to help enhance the reputation and increase awareness of the University. Because not all advertising at Carleton is managed or coordinated centrally, the responsibility lies with the individual advertiser to ensure that the University brand is correctly used in any and all advertising.

This Advertising Policy is intended to ensure that the presentation of the University brand in advertising placed by the University or third parties with whom the University has partnered, is professional, consistent in style and meets the official standards set out in the University's Brand Guidelines.

Scope:

The Advertising Policy, unless otherwise expressly written, applies to all parties (staff, faculty and students, and third parties with whom the University has partnered) using the Carleton University logos, brand identifiers and graphic elements. This policy is applicable to all advertising channels including print (newspaper, magazine, etc.), broadcast (radio and television), out-of-home, direct mail, posters, email, movie theatre screens, all digital platforms as well as other channels not herein noted.

Roles and Responsibilities:

Rules Applicable to Carleton University Branded Advertising

The following rules apply to any advertising bearing the Carleton University logo:

- a. All expressions of the Carleton University logo must conform to the guidelines in the University's Brand Guidelines as found at Carleton.ca/brand.

- b. All expressions of logos associated with Carleton faculties, schools, departments, and ancillary units, must also conform to the guidelines in the Brand Guidelines.
- c. Specifically, for any ad focusing on a particular faculty, school, department or ancillary unit must include the appropriate Carleton logo variation for the given faculty, school or ancillary unit.
- d. For ads that represent the University as a whole, or are not focused on a particular faculty, school or ancillary unit, a primary Carleton logo must be used.

Carleton's Department of University Communications and the University's Creative Services team can provide advertising guidance help ensure that all advertising conforms to the Advertising Policy.

Please contact the Department of University Communications for information on the templates.

Consequences of Non-Compliance with the Advertising Policy:

The Department of University Communications will regularly review advertising bearing the Carleton logo. Any advertisements found to be in violation of this policy may result in:

- A requirement that all future advertising creative be approved by the Department of University Communications; or
- The suspension of advertising privileges.

Inquiries or Comments:

Questions or comments about the Policy may be directed to University Communications, 605 Robertson Hall, 613-520-3660.

Contacts:

Director, Marketing and Brand Strategy

Links to related Policies/Documents:

Carleton University Brand Guide: <https://carleton.ca/brand/>
Brand Identity Policy