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

**Policy:**

This policy covers the use of all brand identity elements under the authority of Carleton University including use by third-parties. For the purpose of this policy, brand identity elements include digital, graphic and textual representations for, and associated with the university, all faculties, programs, ancillary and sub-units.

**Purpose:**

In 2021, the University approved a new brand identity for Carleton. A clear and coherent brand identity assists students, community members, stakeholder groups and other key audiences to recognize communications as authentic, raise awareness and enhances the institution's reputation. Regular and consistent use of the identity and its various elements builds brand equity for the university which positions it amongst its competitors, generates pride and facilitates greater efficiencies in resources and management.

All members of the university share responsibility in ensuring that the identification of their programs, services and activities are consistent with and utilize Carleton's brand guidelines.

**Scope:**

This policy applies to all Carleton faculty and staff, as well as third-parties, internal and external, working with the university's brand elements.

**Procedures:**

Carleton's brand guidelines can be found on the Department of University Communications' web site at [www.carleton.ca/brand](http://www.carleton.ca/brand).

**Roles and Responsibilities:**

- The Department of University Communications (DUC) will be the authority for approving, monitoring and implementing all elements of Carleton University's brand.
- All university brand elements must conform to the university's Brand Guidelines, including updates as approved by the Senior Management Committee from time to time.
- New brand elements may only be produced by DUC.
- There will be no internal charge backs by DUC for updating existing university brand elements that do not conform to the program.
- Senior Management Committee has delegated responsibility to DUC to ensure proper third-party use of brand elements.
- Senior Management Committee will review the implementation of the university's brand periodically.

**Contacts:**

Director, Marketing and Brand Strategy,

**Links to Related Policies:**

Advertising Policy