Policy Name: Carleton University Visual Identity Policy
Originating/Responsible Department: University Communications
Approval Authority: Senior Management Committee
Date of Original Policy: April 30, 2008
Last Updated: May 2015
Mandatory Revision Date: May 2020
Contact: Director, University Communications

Policy:
This policy covers the use of all visual identifiers under the authority of Carleton University including use by third-parties. For the purpose of this policy, visual identifiers include graphic and textual representations for, and associated with, all faculties, programs, ancillary and sub-units.

- University Communications will be the authority for approving, monitoring and implementing Carleton University’s visual identification program.
- All university visual identifiers must conform to the university’s visual identification program as approved by the Senior Management Committee from time to time.
- New visual identifiers are to be produced in consultation with University Communications and in accordance with the visual identification program.
- There will be no internal charge backs by University Communications for updating existing university visual identifiers that do not conform to the program.
- Senior Management Committee has delegated responsibility to University Communications to ensure proper third-party use of the visual identity.
- Senior Management Committee will review the implementation of the university’s visual identity program periodically.

Purpose:
In March 2008, the Senior Management Committee approved a new visual identity program for Carleton University in order to strengthen the university’s visual image and public recognition.

Clear and consistent university identity both internally and externally assists students, community members and the public in identifying programs, services and initiatives of the university. A consistent visual identity is also important to build brand equity in the university, reinforce member loyalty and experience, and facilitate greater efficiencies in resources and management.

All members of the university share responsibility in ensuring that the identification of their programs, services and activities conform to this program. All communication design and presentation must be consistent with the visual identity program.
**Scope:**
This policy applies to all Carleton University faculty and staff.

**Procedures:**
The university’s visual identification program and its guidelines can be found on the web site of University Communications at www.carleton.ca/communications.

**Contacts:**
Director, University Communications; Creative Supervisor, University Communications

**Links to related Policies:**
Web Content Policy
http://www2.carleton.ca/secretariat/ccms/wp-content/ccms-files/Web-Content-Policy.pdf