

<b>POLICY TITLE</b>	CR-01 Visual Identity Policy
<b>POLICY HOLDER</b>	Director, College Relations
<b>ORIGINAL DATE</b>	February 7, 2005
<b>REVIEW DATE</b>	September 2014
<b>REVISED DATE</b>	October 15, 2014
<b>NEXT REVIEW</b>	January 2019


**POLICY**

Yukon College is committed to ensuring quality to attract and retain students, demonstrating a culture of excellence in all that we do.

The Yukon College brand including the visual identity, messages, voice and images identifies the College to the general public. Maintenance of the Brand is critical to the image of Yukon College. The Brand maintenance procedures will ensure representation of the Brand is appropriate, consistent and unifying.

**Approval Statement**

With the consent of the Senior Executive Committee and approval of the President this policy is hereby deemed in effect the 15<sup>th</sup> day of October, 2014.

  
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President, Yukon College

October 15, 2014  
Date

## **1.0 PURPOSE**

Yukon College is a complex and dynamic institution working with a diverse partnership network, and third party funded programs, and incorporating a number of centres, institutes and internal departments seeking to establish their unique identifies. Quickly these varied and sometimes competing interests can create confusion for the end-user – the public.

To maximize the College’s investment in marketing and promotional material and to protect the brand identity of Yukon College, a coordinated approach to design, development, and implementation of such material will ensure the College maintains its brand.

## **2.0 GOVERNING LEGISLATION AND RELEVANT DOCUMENTS**

Yukon College Act,  
Board of Governors Policy #3: Yukon College President Responsibilities,  
Yukon College Brand Guidelines,  
Yukon College Logo Guidelines,  
Yukon College Style Guide,  
Yukon College Branded Promotional Items/swag Guidelines (to come from OR),  
Yukon College Print Ad Guidelines,  
Yukon College Newspaper Advertising Information Sheet,  
Yukon College Social Media Guidelines,  
Yukon Research Centre Brand Platform and Blueprint,  
Yukon Research Centre Report Writing Guidelines for Authors.

## **3.0 SCOPE**

This policy applies to employees of Yukon College and relevant contractors who are involved in designing, developing, and publishing Yukon College promotional material, signage, advertisements, marketing publications, videos and any print or internet collateral that is intended for the public.

This policy also relates to the use of the logo on corporate items, whether identified as branded promotional items/swag for gift purposes, sold through the Bookstore, or otherwise.

The scope of this policy encompasses all that impacts the Yukon College brand – its image and its messaging.

## 4.0 DEFINITIONS

N/A

## 5.0 PROCEDURES

### 5.01 Standards

This section applies to all print and digital collateral intended for the public, as well as all YC branded items – vehicles, promotional items/swag, etc. All publications such as promotional materials, advertisements, website, student recruitment packages, student information brochures, orientation materials, program brochures, exhibition posters, videos, etc. will adhere to the following standards:

**Logo and Wordmark:** The Yukon College logo (and wordmark, if relevant) and any subsidiary logos will be used appropriately and according to standards published on the College website and/or available from College Relations.

**Taglines:** Approved taglines (eg. start here. go anywhere.) may be used in College collateral, where it is deemed appropriate. See the College Relations MyYC/Office page for downloadable logos with a tagline.

**Icons:** Icons are illustrated graphics that are available for use on College materials, such as Powerpoint presentations, posters, reports, etc. See the College Relations MyYC/Office page, "Icons" section for available northern images (eg. fireweed, bear).

**Font:** College publications may use Trebuchet MS (this font is Universal Design for Learning (UDL) approved) or Ronnia font families. Verdana font is an alternative and may be used for electronic media as well as administrative and operational policies.

**Photos and Graphics:** Stock photography is available from College Relations for any print or internet materials that promote Yukon College programs or services. Professional photography must be credited for each use, as per photographer guidelines. Non-professional photography does not need to be credited, unless requested by photographer. Any use of graphics will be in accordance with the Yukon College Style Guide.

**Videos:** All Yukon College academic program videos are required to use the Yukon College introductory graphic, available from College Relations.

### **5.02 Promotional Materials**

All program and service promotional material will meet the standards set out in the Yukon College Brand Usage Guidelines, which is available on the College Relations MyYC/Office page.

Program areas are encouraged to manage the development of program brochures within their departments, using the approved template and stock professional photography available through College Relations.

College Relations manages the development of most externally focused publications, certain types of ads (generally those that are overarching), program and other videos, and stock photography, to ensure a consistent visual identity.

On all other non-academic materials, intended for the public, College Relations is required to approve design compliance to YC's brand. Contact College Relations marketing staff for details.

### **5.03 Advertising**

College Relations places multi-program ads for early applications around February/March and for all programs around November/December and May/June of each year. Schools are responsible for advertising individual programs and/or courses and information sessions.

Guidelines for placing advertisements can be found on the College Relations MyYC/Office page – see Yukon College Print Ad Guidelines and Newspaper Advertising Information Sheet located on the College Relations MyYC/Office page.

#### **5.04 New Photographs and Videos**

Photo-shoots and videos can be arranged by working with College Relations to define what's required and providing a Low Value Purchase Order. All photo shoot and video LVP terms (written onto the LVP) require assistance from College Relations, to ensure you are getting exactly what you are requesting.

For College Relations annual stock photo shoots, departments are encouraged to provide 'shot lists' to College Relations that will help inform and direct subject and location selection.

#### **5.05 Stationery**

All College stationery will be designed and approved by the College Relations Office. College stationery includes such items as letterhead paper, envelopes, business cards, invitation cards, thank you cards, printed folders, etc., and can be ordered through Central Stores, or printed through the Print Shop.

Print files for College stationery are available for download on the College Relations MyYC/Office page. Business card order forms go through Procurement and are available on the MyYC forms page.

#### **5.06 Signage**

All permanent signage for Yukon College, both indoor and outdoor, must be approved by College Relations before being produced.

College Relations manages all 'place-marker' signage and provides guidance on all other signage.

### 5.07 Department and Facility name changes

College departments requesting name changes to their department or facility are requested to submit a *department, facility name change form* and meet with the Director, College Relations to discuss. (*College Relations is not the decision maker, but provides perspective and possible recommendations.*)

The form is then sent to the President's Office or her/his designate for final approval. Communication of approved changes will be managed by College Relations.

### 5.08 Clothes, Giftware, Branded Yukon College Items

College departments requiring branded promotional items are encouraged to purchase them *from or through* the Yukon College Bookstore. The Bookstore Manager can assist with specific orders.

### 5.09 Email and Profile

The procedure for creating a College approved automated email signature is available on the College Relations MyYC/Office page.

A staff account is created by HR for each employee when they are hired, which includes the employee's name, title, and contact information. Staff profiles are available for public view and employees are encouraged to update their profile to showcase the College's talent and expertise. Procedures for updating and maintaining a staff profile is available on the College Relations MyYC/Office page.

### 5.10 Yukon College Website

The Yukon College website is an important medium for communicating with the public. College Relations manages a coordinated approach to web development and updates.

## DEVELOPMENT

An annual plan is developed each spring and approved by the Senior Executive Committee. Projects included in the website development plan are typically chosen on a first come, first served basis, although College Relations reserves the right to prioritize website development projects based on content readiness and urgency.

Students, staff, faculty, and other members of the College community are encouraged to bring forward new website development requests for their area by contacting the Director, College Relations.

## UPDATES

YC uses a content management system and updates are managed by both College Relations and individual departments. Most pages are managed by College Relations, with the exception of program and course pages and CE. Updates to College Relations managed website content can be requested by emailing [website\\_help@yukoncollege.yk.ca](mailto:website_help@yukoncollege.yk.ca)

School Chairs are ultimately responsible for ensuring that program and course information is correct. Due to the importance of this information, this responsibility cannot be delegated.

### **5.11 Social Media**

Yukon College encourages the use of social media to promote student success and to advance the College's mission and strategic goals. The College will make every effort to establish and maintain excellence and accountability in the use of social media sites. See *Yukon College Social Media Guidelines*.

An employee engaged in the role of contributing to social media discussions on behalf of the College is considered a College spokesperson and as such, will be careful to ensure all communications meet high standards of content and presentation.

Community campuses are asked to contact college relations for assistance with naming and setting up a social media page.

### **5.12 Centres and Institutes**

The various centres and institutes of Yukon College are expected to follow the Yukon College brand guidelines.

### **5.13 Sponsorship**

From time to time the College may choose to sponsor a College team for a specific event, or to pay for sponsorship of an event, or other similar types of sponsorship. Any sponsorship must be accompanied by YC branding – YC logo, name of team, etc. – and such branding must be coordinated through College Relations Marketing team, or designate.

## **6.0 PROBLEM SOLVING**

Any questions or concerns arising out of the intent, content, implementation, or application of this policy should be reported to the College Relations Office. If not resolved, communication should be initiated with the Director, College Relations.

## **7.0 FORMS**

Business card order form.  
Name change form.

## **8.0 APPENDICES**

N/A

## **9.0 ADDENDUMS**

*What we can do for you* card, available in the College Relations Department.



**ADDENDUM A - POLICY COMMUNICATION CHECKLIST**

Policy Name: Fundraising and Recognition

Number: CR-06

Submitted by: Jacqueline Bedard

List those consulted with in preparation of this policy:

<b>Name</b>	<b>Department</b>	<b>Date</b>
Kirsti, Tanis and Chelsey	College Relations	June and July
Deb Bartlette	VP Academic	July

The order for communication and/or consultation for a new or revised policy is as follows:

1. SEC – initial review and recommendations from SEC membership;
2. Identified stakeholders within Yukon College in order of priority – see below;
3. SEC – to be briefed on any issues arising out of stakeholder consultations;
4. Staff – SEC members to bring policy to their staff for feedback(*SEC member introducing this policy is responsible for sending to SEC, requesting that it be circulated to their staff for feedback*);
5. SEC – final draft supported by SEC membership and approved by the President.

This checklist must be completed prior to the final draft of a policy being presented to SEC for presidential approval.

<b>Body</b>	<b>Communication Planned</b>	<b>Completed</b>	<b>Comments</b>
SEC	September 2014	yes	SEC sent to their staff for input
Student Union	N/A		
Employee's Union	N/A		
Occupational Health and Safety	N/A		
Academic Council	N/A		
Board or a Board subcommittee	N/A		
<i>Other</i>			
SEC for Final Review	October 15, 2014		Staff revisions made