

<b>Policy Title:</b>	CMCC Logo – Proper Use		
<b>Category:</b>	<input type="checkbox"/> Institutional - Board	<input type="checkbox"/> Academic - Administrative	
	<input checked="" type="checkbox"/> Institutional - Administrative	<input type="checkbox"/> Employment - Administrative	
<b>Approved by:</b>	<input type="checkbox"/> Board	<input checked="" type="checkbox"/> President	
<b>Date approved:</b>	August 31, 2017	<b>Effective date:</b>	August 31, 2017
<b>Policy Sponsor:</b>	Associate Vice President, Institutional Advancement & Communications	<b>Date last reviewed:</b>	January 2019
<b>Date of Mandatory Review (expiry date)</b>	August 2024	<b>Date of last revision of Procedures</b>	August 31, 2017

## 1 POLICY

1. Use of the CMCC Crest, Nameplate Logo or Ligature must adhere to CMCC Brand Identity Guidelines. Any other use must be authorized by the Associate Vice President, Institutional Advancement and Communications.
2. The Crest, Nameplate Logo and Ligature may not be altered, recreated, or modified in any way. In addition, they should not be reproduced as sizes smaller than those found in camera-ready versions.
3. CMCC's Crest must be used on official items, such as certificates, diplomas, transcripts, medallions and plaques. It may be used as a watermark for certain documents. It may also be used on clothing and other items for the purpose of representing CMCC.
4. The Nameplate Logo is the identifier to be used on visual and printed materials that represent the Canadian Memorial Chiropractic College, particularly those that will be viewed by external audiences.
5. The Ligature can be used on a standalone basis on signage and less formal materials such as those used for internal communications.
6. Any CMCC related advertisement placed in a digital, print or broadcast medium must contain CMCC's Crest or Nameplate Logo and these venues must be approved by the Associate Vice President, Institutional Advancement and Communications.
7. CMCC's Crest or Nameplate Logo must be used in all CMCC videotape productions. Exhibits and displays representing CMCC must display the Crest and/or the Nameplate Logo.

## 2 PURPOSE

To provide clear guidelines regarding all aspects of both internal and external use of CMCC's logo.

### 3 SCOPE

Students and employees.

### 4 INFORMATION AND COMPLIANCE PLANS

N/A

### 5 RELATED POLICIES (not a comprehensive list)

- Advertising
- Media

### 6 DEFINITIONS

CMCC Crest:



Ligature:



CMCC

Nameplate Logo:



CMCC

Canadian Memorial Chiropractic College

**New Policy Approved (date):**

Advertising and Proper Use of CMCC Logo – November 2000

**Policy Revision History (dates):**

Proper Use of CMCC Logo - April 2005

August 31, 2017

-----END OF POLICY-----

## 7 PROCEDURES

1. Duplication of the Crest, Nameplate Logo and Ligature must be of high quality and presented in a consistent fashion. Black and white, or CMCC's green (pantone370) camera ready versions, as well as electronic versions, are available through the Associate Vice President, Institutional Advancement and Communications. Electronic formats are available as .pdf, .jpg, .tif, and .EPS files.
2. To maintain legibility of the Crest, it should appear no smaller than ½ inch in height.
3. In most cases, the Nameplate Logo should be centered at the bottom of printed material to allow the title to have prominence.
4. When supplying the Nameplate Logo to a printer, do not use an existing printed example, photocopy, or fax. A print quality or digital version of the Nameplate Logo is to be used and both are available from the Associate Vice President, Institutional Advancement and Communications.

**New Procedure Approved (date):**

April 2005

**Procedure Revision History (dates):**

August 31, 2017

## 8 ATTACHMENTS

None