

Policy Title: CMCC Logo – Proper Use

Category:	<input type="checkbox"/> Institutional - Board <input type="checkbox"/> Academic - Administrative <input checked="" type="checkbox"/> Institutional - Administrative <input type="checkbox"/> Employment - Administrative		
Approved by:	<input type="checkbox"/> Board <input checked="" type="checkbox"/> President		
Date approved:	September 26, 2024	Effective date:	September 26, 2024
Policy Sponsor:	Associate Vice President, Institutional Advancement and Communications	Date last reviewed:	September 26, 2024
Date of Mandatory Review (expiry date):	September 2029	Date of last revision of Procedures:	September 26, 2024

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 (AVPIAC).
2. The Crest, Nameplate Logo and Ligature may not be altered, recreated, or modified in any way. In addition, they should not be reproduced in small sizes that compromise scale / legibility and visual balance.
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 AVPIAC.

7. CMCC's Crest or Nameplate Logo must be used in all CMCC video/digital productions. Exhibits and displays representing CMCC must display the Crest and/or the Nameplate.

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 (not a comprehensive list)

N/A

5. RELATED POLICIES (not a comprehensive list)

- Advertising
- Code of Conduct
- Media

6. DEFINITIONS

CMCC Crest:



Ligature:



CMCC

Nameplate Logo:



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 September 26, 2024

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 (AVPIAC). Electronic formats are available as PDF, JPG, TIF, PNG and EPS files.
2. To maintain legibility of the Crest, it should appear no smaller than ½ inch in height. Should this not be possible, a simplified logo crest may be used with approval of the AVPIAC.
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 or third party, an existing printed example, or photocopy, or digital screen capture/website image is not suitable. A print quality or digital version of the CMCC Nameplate Logo is to be used and both are available from the division of Marketing and Communications.

New Procedure Approved (date):	April 2005
Procedure Revision History (dates):	August 31, 2017 September 26, 2024

8. ATTACHMENTS

None.