	POLICY: Brand Identity Policy PROCEDURES: APPENDIX:
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BRAND IDENTITY POLICY

AUTHORITY: The Board of Regents

RESPONSIBILITY: The President

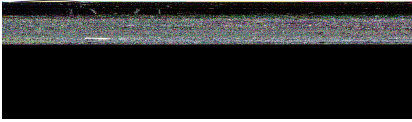
Effective Date: February 1, 2016

Purpose: The purpose of this policy is to standardize and regulate use of The University of Winnipeg's Visual Brand Elements, inc

Approved: November 3, 2003, Board of Regents

Revised: November 2015

Cross Reference: The University of Winnipeg Brand Standards



POLICY: Brand Identity Policy
PROCEDURES:
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“Sub-logo” means: The logo with a wordmark of a University constituent.

“Visual Brand Elements” means: All graphic design components, including but not limited to the crest, logo, sub-logos, colours, typefaces, images, and other graphic treatments that comprise the appearance of marketing and communications materials.

Approved: November 3, 2003, Board of Regents

Revised: November 2015

Cross Reference: The University of Winnipeg Brand Standards

