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| Committee Meeting: Policy & Governance Committee | Date: November 8, 2019 |
| Committee Chair: Kathleen Masiello – Members Present Page 4 | |
| New or Edited: Edited Visual Identity | |

POLICY NAME: Visual Identity Policy

POLICY TYPE: Board

SUBMITTED BY: Paula Sandy, Executive Director of Marketing and Communication

ISSUE OR STATEMENT OF PURPOSE:

Policy Overview

The Visual Identity Policy provides information and guidelines to SUNY Erie Community College, State University of New York (SUNY Erie, College), and other related entities regarding the use of the name, logo and/or approved editorial style of the College.

Scope and Applicability

This policy applies to all branding by the College offices, academic divisions, staff, faculty, and students of SUNY Erie and use of the SUNY Erie brand by related, affiliated or external individuals and/or entities.

NEW OR EDITED POLICY: Edited Visual Identity Policy

Policy Statement

The Marketing and Communications Department is responsible for overseeing and managing the brand identity of the College. No entity is authorized to use the name or logo of SUNY Erie without express permission of SUNY Erie’s President, his/her designee, or the Executive Director of Marketing and Communication. Therefore, all requests must be directed to the Executive Director of Marketing and Communications for approval or disapproval. Decisions are based on guidelines promulgated by the President and his/her designees. In certain cases, the Executive Director of Marketing and Communications may refer requests for such use to the President, or his/her designee, as appropriate.

This Visual Identity Policy is intended to ensure the College benefits from the consistent and coherent promotion of SUNY Erie’s brand and to minimize liability and risk associated with the misuse of its brand.

SUNY Erie’s brand identity defines the institution and cohesive brand identity enhances recognition of the College and its programs. The objective is to enhance SUNY Erie publications with common elements that clearly identify publications as a sanctioned part of the College's activities, operations and brand.



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Definitions

Editorial Style - The way punctuation and grammar are used in writing according with the SUNY Erie Editorial Style Guide which can be amended over time.

Logo - A symbol that is used to identify a company or organization which appears on its products and publications. As referenced in this policy, “logo” refers to an approved combination of lettering and graphic symbol.

Organizational Unit - Any office, department, division, or small business unit that falls under the administrative purview of SUNY Erie.

Publication - For the purpose of this policy, publication refers to anything created for the College or any of its organizational units that is intended for public dissemination or to target specific constituencies when one of the following applies:

- The document was created by College staff or faculty using College equipment and/or SUNY Erie Foundation funds;
- The document was created to enhance enrollment and/or endowment efforts

Publications, whether printed or electronic, may be produced on or off campus and include, but are not limited to signage, advertisements, announcements, flyers, invitations, newsletters, email, letterhead, posters, presentations, event programs, social media, videos, websites, webpages and public notifications of events and/or programs.

Policy Process

Guidelines - Current College brand guidelines and resources, including logo use and references for editorial style, are maintained on the SUNY Erie employee portal and can be obtained from the Office of Marketing & Communications (MARCOM) and the MARCOM toolbox.

Logo - SUNY Erie’s official logo shall appear in an approved configuration on all publications produced by or for every College organizational unit. SUNY Erie’s logo shall not be redrawn, re-proportioned, modified or altered in any way. Only approved logos obtained from the College MARCOM Office shall be used.

Publications - All publications must be produced by, use a template provided by, or be developed under the guidance of MARCOM. Unless specifically authorized by MARCOM, no College employee or student group may create an “official” SUNY Erie presence on any form of Social Media, now in existence, or created in the future, or represent themselves as a spokesperson or authorized representative of SUNY Erie (See also Media Relations Policy). All requests for new Social Media accounts should be made through the MARCOM office job



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request form.

Acceptable Use, Copyright, Trademark and Intellectual Property

SUNY Erie publications must follow all existing privacy policies and laws.

Use of content included in an official SUNY Erie publication must be consistent with the mission and goals of the College. SUNY Erie publications represent the College, not individual employees or students and as such, all users must provide materials that are consistent with federal and state law and College policies and established procedures.

MARCOM will provide to approved vendors, SUNY Erie's approved logos, fonts, colors and taglines, as deemed necessary by MARCOM.

Use of copyrighted material or intellectual property without the original creator's knowledge and permission is not allowed. Proper permissions must be obtained and cleared with MARCOM before using copyrighted material. Trademarks are the property of their owners and may only be used with the permission of the owner. It is the responsibility of the user to determine whether there is a clear legal right to use the information. Failure to provide appropriate permission will result in the publication being withdrawn from the public.

Exceptions and Exemptions

Branding that introduces a new visual identifier (such as a logo, graphic or typeface) or editorial style outside the specifications of the College brand guidelines is not allowed, unless prior approval is obtained from MARCOM.

Materials for class use such as syllabi and other handouts or electronic postings are exempt from this policy.

Statement of Accountability and Responsibility

The Executive Director of Marketing and Communications and MARCOM shall be responsible for enforcing procedures and related policies, under the direction of the President or his/her designee.

NEW OR EDITED POLICY: Edited Visual Identity Policy

DOES IT SUPERCEDE A POLICY/WHICH ONE: Visual Identity Policy last approved October 26, 2017

POLICY & GOVERNANCE COMMITTEE RECOMMENDED ACTION:

Policy & Governance Committee recommends the Board of Trustees approve this Board policy under Committee Briefings, Policy and Governance Committee. This Policy supersedes all prior policies/procedures and practices related to Visual Identity Policy, branding, use of logo and editorial style.



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POLICY COMMITTEE MEMBERS PRESENT: Trustee Kathleen Masiello, Trustee Leonard Lenihan, Executive Vice President for Administration and Finance Penelope Howard, Provost and Executive Vice President of Academic and Student Affairs Douglas Scheidt, Employee Relations Manager Daniel Kaufmann, Dean of Liberal Arts and Science Joanne Colmerauer, Dean of Liberal Arts and Science Jamie Smith and Dean of Students Petrina Hill-Cheatom

DATE OF BOARD APPROVAL: December 19, 2019.

POLICY & GOVERNANCE COMMITTEE TEAM FOLLOW-UP:

Following Trustee acceptance, this Board policy will be included in the Erie Community College Board Policy Manual.

INFORMATION/INPUT CONSIDERED DURING POLICY & GOVERNANCE COMMITTEE DELIBERATIONS:

- Longwood University Policies & Procedures – Official Printed Publications 9403
- Longwood University Policies & Procedures – Institutional Name/Logo 9402

This Policy was reviewed and discussed at the Policy & Governance Committee meeting of October 11, 2019 and November 8, 2019.

History

| Item: | Date: | Explanation: |
|-------------------------------|-------------------|--------------------------------------|
| Policy adopted | June 1988 | “Use of College Name, Seal and Logo” |
| Annual BOT Review/Reaffirmed | September 2000 | |
| Revised, Renamed and Approved | October 26, 2017 | “Visual Identity Policy” |
| Revised and Approved | December 19, 2019 | |

SUNY Erie Cross References

| Policy Name or Procedure: | Where to find: |
|----------------------------------|---|
| Media Relations Policy | https://myecc.ecc.edu/BOT/Pages/default.aspx |