



## **Brand Policy**

### **PURPOSE**

The purpose of this policy is to define the official corporate brand of the Association and the conditions surrounding its use.

### **DEFINITIONS AND SCOPE OF POLICY**

For the purpose of this policy, the brand of the Association includes:

- The corporate name and identity of the Association
- A logo, consisting of a graphic design and/or a wordmark
- Approved colours and fonts associated with the logo.

The scope of the policy is to encompass the external and internal use of this brand throughout the Association, its Board of Directors, its committees, and special interest sections. The policy is meant to apply to all media, including the Association website, social media sites, as well as publications in paper and electronic formats.

### **POLICY STATEMENT**

The Association requires a corporate brand with a consistent design in order to promote recognition of the Association. This recognition will result from the consistent use of the name, design, identity, logo, colours and fonts throughout the Association's internal and external communications. An official brand will also simplify the graphic design needs of the Association by creating a standard that can be used throughout the Association's communications.

### **POLICY REQUIREMENTS**

In order to achieve the goals of this policy, the Association will:

- Define an official brand;
- Document the font, colours, design and other elements of its brand through a manual; and
- Promote the use of the brand in the internal and external communications of the Association, its Board of Directors, committees, and other subsidiary bodies.



## **ACCOUNTABILITIES**

### **General Principles**

Association members are bound by the Volunteer Code of Conduct when participating in Association business, declaring conflicts of interest, and maintaining confidentiality of information. Employees and contractors of the Association are bound by the terms of their job descriptions or contracts regarding the handling of their duties; in the absence of any specific terms, this policy and the Volunteer Code of Conduct will apply as best practices documents.

### **Board of Directors**

The Board of Directors is responsible for the design, approval and implementation of the Association's brand, although elements of the design process may be delegated to other parties. The design cannot be altered without the Board's approval.

Only the Board of Directors has the authority to use the Association's brand, and it must approve explicitly its external use. Without such approval, the Association's name, identity and logo cannot be used in a manner that suggests the endorsement of any person, product, service or activity.

The Association's committees, special interest sections, and any other subsidiary bodies are expected to use the Association's brand in their communications. These subsidiary bodies are required to consult with the Board through their liaison prior to any external use of the Association's brand.

### **Secretariat**

The Secretariat ensures that the letterhead, electronic files, and any other design elements necessary to implement the Association brand are available to the Board of Directors as well as the appropriate committees and other subsidiary bodies.

The Secretariat will ensure that the official brand is used throughout the Association's communications and publications. This use includes all external and mass internal communications of committees and special interest sections.

### **Members**

An individual or institution who is a member in good standing of the Association may, strictly consistent with the brand manual in Annex 1, use the Association name and logo, provided such use is in conjunction with the phrase "member of".