



# Corban University Branding Policy

## *Procedures directing all imprinting of University identifiers*

Corban University seeks to maintain the highest level of branding integrity for its public image. In order to have consistency in all of its complex communications avenues, this policy should be viewed as distinctly corporate in nature, and is assumed to supersede personal or departmental subjectivity.

The Office of Marketing & Communications is responsible to maintain the tangible and intangible branding goals for the University. It seeks to provide a simple, clearly-communicated policy in order to allow all departments to function as freely as possible within branding guidelines.

It is the responsibility of the Director of Communications, the Director of Athletics, the Bookstore Manager, and the enrollment management staff to abide by, be familiar with, communicate and ensure that policy is followed by their respective employees who may be involved in imprinting. *[Imprinting is described as all printing that is done through silk screen, embroidery, or embossing of items apart from paper or electronic marketing pieces.]*

Violation of the above policy by department personnel may result in halting or cancellation of production and, if necessary, cease and desist distribution of the offending items produced.

## The following is an itemization of corporate policy:

Use of the names **CORBAN** or **CORBAN UNIVERSITY** or **WARRIORS**; any combination of the three; visual marks such as the Corban **LOGO**, **SEAL**, **SHIELD** or **MASCOT** (hereafter called *ID*) are all subject to policy.

1. The Office of Marketing and Communications has been assigned the authority to approve all projects that use any of the ID.
2. All general printed and electronic marketing materials representing the University must be proofed and signed off by the Vice President for Marketing.
3. Imprinted items produced for sale by the Bookstore, and property produced for use by all personnel from Athletic Activities Office or other departments are affected.
4. The Office of Marketing & Communications is under contract with Varsity Mascot Company (VMC) to produce, or have produced, the design work and imprinting for all garments. Pre-designed ID artwork is contained in an official "Branding & Identity Manual" (B&I), and its DVD (hereafter called B&I Manual), copies of which are available for reference in the Communications Office, the Bookstore, and the Athletic Activities Office. A copy of the artwork library and this policy will also be available on the Corban website at: <http://www.corban.edu/communications/policies.html>.
5. Any garments or products that contain the ID can be initiated and directed by the respective internal directors, but must be approved and signed off by the Director of Communications before production. This is important in order to ensure that the Office of Marketing and Communications is able to abide by the VMC contract.
6. All Corban personnel producing ID should use the pre-designed artwork contained in the B&I Manual for imprinted items when attempting to produce items that contain ID. Additional artwork not in the B&I Manual may be created by VMC, in addition to what is there, on an on-going basis.

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7. If using vendors for imprint work other than VMC is considered, it should be done only after consulting the Director of Communications and it is agreed to be permitted. In such cases, artwork done apart from VMC (custom designs done that are not found in the B&I Manual), or garments not available from VMC, should be done by or approved by the Director of Communications before other agreements or production begin.
8. Imprinting of all ID items in addition to garments, such as pens, notebooks, beverage containers etc., is allowed only with review and approval by the Director of Communications before outside agreements are completed or production is begun. If it should contain the corporate ID, then that name should always be done in the Corban logotype (Visage Book).
9. In the case of questions during the fulfillment of any project, all personnel should seek clarification from the Director of Communications to confirm any aspect of the policy in question before production occurs.
10. "Fashion garments" are described as garments that depart from corporate colors and style, and are done to complement the colors or style of a wearer's additional clothing/wardrobe. General guidelines for fashion garment styles are:
  - A) that the design must contain a theme that is the primary message/image.
  - B) It must always incorporate an official ID as a signature or secondary identifier. The theme colors or imaging may vary from the corporate colors (navy and gold) or font as long as the theme is obviously dominant, and is coordinated in style.
  - C) It cannot use the name of Corban University, Corban or Warriors (ID) as the dominant image if departing from corporate image or colors. It may however use a small ID in a way that lets the color and garment style dominate. Example: a pink sweatshirt or hat with a simple ID identifier on the chest pocket area or hat (differentiated from a large ID which dominates the garment).
  - D) In the case of a dominant ID, corporate colors and official ID icons are required. Because of the wide variety of fashion design possibilities, project design/art is best approved early in the planning stages by the M&C Office.

The Corban website (<http://www.corban.edu/communications/policies.html>) will contain information about policy and procedures, such as the lead times required for production. Personnel involved in time-sensitive deadlines such as events, should allow the appropriate times outlined on the website to guarantee appropriate attention for delivery which accounts for quality production.

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Office of Marketing & Communications