



## **CORPORATE GRAPHIC IDENTITY - USE OF THE COLLEGE LOGO**

**#5-07**

Approved: February 26, 1997 by: Board of Governors  
Effective: February 26, 1997  
Date to be Reviewed: 2006

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### **POLICY**

**The North Island College logo and name are to be used in all corporate communications and are to be reproduced according to specified guidelines as outlined in the *North Island College Graphics Standards Manual*. The logo is not to be altered, distorted, defaced or combined visually in any way with any other symbol.**

### **PURPOSE**

The single most important element of a graphic identity system is a distinctive symbol or visual image which creates a strong visual expression of the organization it signifies. Care has been taken to design a corporate logo and graphic that is simple and memorable, and that communicates the spirit of North Island College. The success of the corporate identity program depends on faithful adherence to guidelines described in the *North Island College Graphics Standards Manual*.

### **GUIDELINES**

Use of the College logo and graphic is outlined in detail in the *North Island College Graphics Standards Manual*. Copies of the Manual are available at the main office of all Campuses and College Centres, in addition to a number of specific offices throughout the College.

All Departments are requested to ensure the proper utilization of the graphic identity program and its components. The ultimate responsibility for the development and control of the identity program, including the design concepts and standards required in all areas, rests with the Office of College Relations.