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ASI Corporate Brand Identity Policy

PURPOSE

It is the policy of Associated Students Incorporated (ASI) to protect and manage the brand and corporate identity of ASI through implementation of a Brand Identity Policy that encompasses corporate identity regulations to brand elements such as visual communication in relation to print, web, social media, company values, design, logo, typography and images. The goal of the policy is to maintain the integrity, mission, vision and values of the company brand with consistency and coherence in communicating the company identity and personality to a wide range of audiences targeting students, future students, University constituents, and campus and off-campus community.

SCOPE


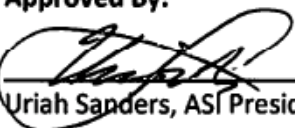
This policy shall apply to all staff, student staff employees, student leaders, volunteers and interns.

POLICY

It is the responsibility of all staff, student staff, student leaders, volunteers, interns and any external parties who partner with ASI to ensure that they implement the ASI brand (as defined by the ASI Graphic Standards Manual) and manage the brand in keeping with this policy. The ASI Graphic Standards Manual is a procedural guide that is managed and updated by the ASI Marketing, Design and Public Relations (MPDR) department, as approved the ASI Executive Director.

The official logo of Associated Students Incorporated (ASI) shall serve as the brand mark for the organization. Any group, department or organizations on or off-campus that requests the use of the ASI logo shall obtain logo and approval from MDPR. The approved logo shall be used for all marketing materials as outlined in the Graphic Standards Manual.

All entities within ASI shall use their name with the official ASI logo appearing in its designated format, as defined in the Graphic Standards Manual. A department shall not use a logo that has not been created by MDPR or has not been approved as such with the exception of approved sponsor logos.

FOR ASI USE ONLY:	
ASI Senate Approval Date:	_____ June 1, 2017 _____
Verified By:	
	6/12/17
Brandon Whalen, ASI Attorney General	Date
Approved By:	
	6/21/17
Uriah Sanders, ASI President	Date