



Riverland Community College Branding Policy

Riverland Policy #5.35

PURPOSE:

The Riverland Community College Branding Policy and adherence to its components and guidelines will ensure consistency and recognition of the College brand. Recognition of the greater College brand benefits each of our programs and key segments independently and promotes a strong brand identity.

APPLICABILITY:

Branding for College Marketing, Promotion, and Publicity:

1. Marketing activities, signage, apparel, and any advertising materials created by Riverland Community College divisions, departments, business units, or any programs representing themselves to be a part, or belong to, the College must adhere to and be designed according to the [Visual Identity Standards](#) and the [Communications Style Guide](#).
2. Riverland Community College, divisions, departments, business units, student organizations, and/or activities or any program representing themselves to be a part, or belong, to the College must adhere to the official logo usage guidelines in accordance to the [Visual Identity Standards](#) and the [Communications Style Guide](#).
3. Marketing activities and advertising materials created by divisions, departments, or business units of the College must contain a college-approved logo (and in most cases Minnesota State branding in accordance with the [Minnesota State Brand Guidelines](#)) in the college approved format. College-approved logos can only be created by Riverland's [Communications Department](#).
4. Design, advertising, and promotional work with outside designers, partners, and vendors that use the name of Riverland Community College, college program(s), division(s), or department(s) should be approved in advance by both Riverland's Business Office and the [Communications Department](#), including work/products that are purchased using a college P-card.

SCOPE: This policy governs the use of all College trademarks, logos, names, and other branding elements for any purpose and applies to the use of brand by all Riverland divisions, departments, and business units as well as all student clubs, organizations, and individuals, vendors, and partners connected to and/or representing the college.

DEFINITIONS:

1. **Marketing:** The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
2. **Advertisement:** Any written, verbal or visual message submitted for publication in newspapers, magazines, radio, television, billboards, promotional items, Web sites, or any other written or

recorded media with the intended purpose of persuading, informing, or increasing college and/or brand awareness with a targeted audience.

- 3. Official College Logo:** A mark that is created and/or approved by the Riverland Community College Communications Department.

DOES THIS POLICY HAVE A PROCEDURE?

- 1. Review and Approval:** All College marketing materials must comply with the brand review process and guidelines presented in the [Visual Identity Standards](#) and [Communications Style Guide](#) documents. The Executive Director of Communications and members of the Communications Department will review and approve all marketing materials, including those developed by individuals or organizations outside of the Communications Department (i.e. vendors, employees, students), prior to production.
- 2. Official College-Approved Artwork Request:** Any divisions, departments, or business units of the College that need an official departmental logo ([see Visual Identity Standards, Page 5](#)), specialty branding artwork, or would like a change to an existing logo, must be made by sending an email to communications@riverland.edu. There is a typical 15-business day turnaround time for this request. If someone is in immediate need, please state this in the email and the Communications Department will attempt to accommodate.

LIST RELATED POLICIES, PROCEDURES OR FORMS:

[Media Procedures for Employees](#)

[Social Media Policy for Employees](#)

Date Issued: New-November2020.

Responsible Division / Author: Administration / Executive Director of Communications, Media Relations & Marketing

Date Revised: Approved Dec2020