

FANSHAWE COLLEGE BOARD OF GOVERNORS' POLICY MANUAL

CATEGORY D - EXECUTIVE LIMITATIONS

TITLE: CORPORATE IDENTITY

POLICY NUMBER: **D-50**

EFFECTIVE DATE: 2020 01 23

REFERENCE: 37206, 42506, 46504, 52301, 57301

THE POLICY:

The corporate identity is a key component of College equity and is considered to be a valuable asset by the Board. The corporate identity is manifested in multiple ways but must always be consistent with the Vision, Mission, and Values of the College. The President shall neither cause nor permit harm to the corporate identity. Accordingly, the President shall not:

1. change the corporate identity without the approval of the Board.
2. allow the use of any aspect of the corporate identity (including the College name) which is not consistent with the College's mission.

MONITORING:

The President, as part of his/her annual report required by Policy D-01, shall confirm the status of the corporate identity.

NOTES:

Corporate identity is the graphic image of the College, including its subsidiary corporations, and is comprised of at least the following:

- corporate logo
- corporate seal (which includes corporate name)
- corporate colours