

External Communication and Advertising

At the direction of the President, Sheridan College (SC) has established procedures and other guidelines, including graphic standards, for coordinating external marketing and public relations activities. The Marketing and Public Information Office (M&PIO) is directed to create and maintain a positive, professional, and consistent image of SC to the public. The M&PIO manages all media relations, advertising (except legal and employment advertising), social media, websites, publications, promotional materials, and use of all logos, taglines, and brand imagery.

The President of Sheridan College, or their designee, serves as the official spokesperson for the College.

Advertising

At the direction of the President, the Vice President for Administrative Services authorizes, creates, and executes all legal and employment-related advertising on behalf of the College.

Also at the direction of the President. The Vice President for Community Engagement and Strategic Communication authorizes and directs all other advertising on behalf of SC. The M&PIO plans, creates, and executes all advertising efforts promoting SC programs and activities, in coordination with various individuals and departments throughout the College.

As a College, advertising and sponsorships for certain programs, products, or events may be accepted and will be managed under strict guidelines. SC will refuse any advertisement incompatible with the College's mission. The presence of an ad in our electronic communications and/or on our campus does not imply SC's endorsement of the advertised company or product.

Adoption Date: 1/17/23
Review Dates
Revision Dates