

## **Advertising**

All advertising on behalf of Sheridan College, unless it is legal or employment-related, is coordinated through the Marketing and Public Information Office (M&PIO). This includes all forms of paid and free advertising, including print (newspaper, magazine, etc.), broadcast (radio and television), digital, movie theater screens and outdoor (billboards and other signage). No employee should execute an advertising commitment without consulting the M&PIO. The M&PIO has the responsibility to ensure that all advertising is consistent with NWCCD design, copy, and graphic identity standards.

### Advertising by Outside Companies

All proposed uses of any SC name and/or logo in advertising by outside companies must be coordinated with the M&PIO (e.g., local business wants to use a picture of a Sheridan College building and logo in an advertisement they will place in a trade journal). Current contracts with Follett, our SC bookstore operator, limit allowable outside uses for official SC marks/logos.

### Promotional Items (give-aways and items for fundraisers)

Promotional items (clothing, mugs, golf balls, etc.) imprinted with any SC name and/or logo must be approved by the M&PIO and meet SC graphic standards. The M&PIO provides assistance for employees and students planning to order promotional items.

### Coordination Process

The M&PIO is available to assist any departmental unit in developing an integrated marketing/outreach plan, as needed. Early involvement in this process can save time during execution phases, such as advertising. The College maintains a general advertising budget, which the M&PIO manages. The M&PIO creates and executes specific campaigns based on strategic enrollment management objectives.

Adoption Date: Feb. 1, 2023

Review Dates

Revision Dates