



GOVERNANCE SERIES

SUBJECT: SPSA Logo	POLICY NO: GOV-7	LAST REVISED: March 25, 2018
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Policy

The Saskatchewan Polytechnic Students' Association Inc. recognizes that all logos associated with SPSA must retain their original form on all advertised and printed material.

Definition

SPSA Logo: A primary identifying logo of SPSA

Subsidiary Logo: An identifying logo of an operation or service related to SPSA

Procedure

1. All logos and/or graphic standards associated with the SPSA on all advertised and printed materials cannot change dimensions and must, at all times, retain their original form.
2. SPSA logos or any modifications to the versions must be approved by the general manager and the SPSA executive council.
3. Any external advertising or promotion of SPSA operations or services using a subsidiary SPSA logo must be accompanied by a primary SPSA logo.
4. Only the marketing manager and general manager may authorize the release of an SPSA logo to a third party.