



## GOVERNANCE SERIES

<b>SUBJECT:</b> SPSA Logo	<b>POLICY NO:</b> GOV-7	<b>LAST REVISED:</b> June 28, 2015
<b>APPROVED BY:</b> General Council	<b>NO. OF PAGES:</b> 1	<b>DATE ORIGINATED:</b> January 19, 2013

### **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. New SPSA logos or any modifications made to the primary logo associated with the SPSA must be approved by the General Manager and the SPSA Executive Council.
3. New operational or service logos or any modifications made to the subsidiary logo associated with the operation/service must be approved by the manager or coordinator responsible for the operation/service.
4. Any external advertising or promotion of SPSA operations or services using a subsidiary SPSA logo must be accompanied by a primary SPSA logo.
5. Only the Marketing & Events Coordinator and SPSA Managers may authorize the release a SPSA logo to a third party.