



This is an unofficial summary of the points that are listed in the Branding and Communications Policy. This document should be used for educational purposes only. References to policy should be done in the official version found on the CUS website.

1. Anyone under the jurisdiction of the CUS must abide by the Branding and Communications Policy. This includes all services, clubs, and government. Brands and imagery under the CUS include the CUS logo and any logo of a CUS service.
2. The CUS logo is the property of the CUS. The usage of the CUS logo is outlined in the Visual Identity Guideline. The CUS logo is to be on any promotional material created. Any marketing materials that leave UBC must have the Sauder and/or UBC logos on them as well. (See the official policy for examples of marketing material)
3. All logos of services under the CUS are property of the CUS. If a logo for a service of the CUS is developed, that logo becomes property of the CUS.
4. Rebranding is any change in the logo or the imagery around it. Any rebranding must be approved by the VP Marketing. Rebranding shall be allowed in the case of lost brand equity, timeliness, relation to service, or in violation of any CUS Policy, the CUS Constitution, AMS Code, or UBC Policy. Any new brands or logos must be approved by the VP Marketing prior to use. Rebranding shall not be allowed in order to provide a member of the CUS with branding experience or if someone doesn't like the logo or related imagery.
5. All members of the CUS can use CUS marketing channels for promotional purposes. The VP Marketing reserves the right to change any promotion at will. No external service shall be allowed to use CUS marketing channels without the permission of the Executive Council or the CUS Board of Directors.
6. All promotions for anything CUS related must abide by Policy 120 of UBC. (In short, no posters on walls, trees, floors, ceilings, outdoor surfaces, or vertical objects unless pre-approved space is provided.) If the CUS is fined for malice promotions, the fine may be passed along to the individual responsible. Any promotion for the CUS must be positive and equitable in nature. No sexual, inequitable, demeaning, or hateful nature shall be allowed. Leaflet distribution shall only be allowed when there is a one on one interaction between two or more people during distribution.
7. The President (or an appointed Vice-President) shall be the spokesperson for the CUS. If a student is not a spokesperson for the CUS, they may only speak on behalf of the CUS under the direction of the VP Marketing. Informal commentary on any issue is allowed, however it must be stated that it is not the position of the CUS or the UBC Alma Mater Society. Any mass media (TV, Radio, etc.) must be under the direction of the President or an appointed Vice President. Any form of content directed towards the entire UBC community (including online content) must be approved by the VP Marketing. Any communication creating an opinion of claim on behalf of the CUS must come from an official CUS email address.
8. Branding and communications is to be kept at a high standard.

9. If it is found there has been policy infraction related to the Branding and Communications Policy, a form or punishment may occur. (See the official policy for details)

