
In an effort to protect the brand equity and representativeness of the Commerce Undergraduate Society, and to educate those working within the Society, the Branding and Communications Policy standardizes all major procedures related to marketing. As both the internal and external image of the Commerce Undergraduate Society is important to the success of the Society, deviations from this policy shall not be allowed at any time.

1) Scope

- a) The Branding and Communications Policy shall apply to all services under the jurisdiction of the Commerce Undergraduate Society, and any person or organization using branding under the control of the Commerce Undergraduate Society
 - i) Services under the jurisdiction of the CUS include:
 - (1) All services as included in the Student Council Policy
 - (2) All CUS Recognized Clubs as included in the Clubs Policy
 - (3) Executive Council
 - (4) CUS Board of Directors
 - ii) Branding under the control of the Commerce Undergraduate Society include:
 - (1) The Commerce Undergraduate Society's "Speechbubble Briefcase" logo and any related imagery
 - (2) All logos or imagery of services directly affiliated with the Commerce Undergraduate Society as outlined in Section 1A(i) of the Branding and Communications Policy and described in the CUS Service Identity Standards Guideline

2) Visual Identity of the Commerce Undergraduate Society

- a) The Commerce Undergraduate Society's "Speechbubble Briefcase" logo, hereafter referred to as the "CUS Logo", and any related imagery are the intellectual property of the UBC Alma Mater Society of Vancouver and shall be governed by the CUS Visual Identity Guideline
- b) Any person who uses the CUS Logo must abide by the policies and procedures as outlined in the CUS Visual Identity Guideline

- c) In accordance with Section 1A(i) of the Branding and Communications Policy, all services of the CUS must use the CUS Logo on all marketing materials
 - i) Marketing materials include, but are not limited to:
 - (1) Brochures
 - (2) Posters
 - (3) Online content
 - (4) Leaflets (as defined in Section 6c)
 - (5) Merchandise
 - (6) Clothing
 - (7) Photos
 - (8) Videos
 - (9) Any material used to promote a service of the CUS
- d) Any service of the CUS, as outlined in Section 1A(i) of the Branding and Communications Policy, acting beyond the borders of the UBC Community shall use the Sauder School of Business and/or UBC Logos in addition to the CUS Logo on any materials
 - i) The UBC Community shall be defined as the UBC Campus
 - ii) Any use of the Sauder School of Business Logo and/or the UBC Logo must follow the Visual Identity Guidelines of their respective brand and obtain approval if required

3) Visual Identity of Services Under the Commerce Undergraduate Society

- a) All logos of services as outlined in Section 1A(i) of the Branding and Communications Policy and any related imagery are the property of the UBC Alma Mater Society of Vancouver and shall be governed by the CUS Service Identity Standards Guideline
- b) Any person who uses a logo or related imagery under the control of the Commerce Undergraduate Society must abide by the policies and procedures as outlined in the CUS Service Identity Standards Guideline
- c) Any logo, imagery, or graphics that are developed within the Commerce Undergraduate Society shall be the intellectual property of the UBC Alma Mater Society.

4) Rebranding Procedures

- a) Rebranding shall be defined as a change in any portion, size, shape, color, text, position, or look of a logo or related imagery
- b) Rebranding of the CUS Logo and all related imagery must be approved by the CUS Executive Council with a majority vote, followed by approved by the CUS Board of Directors with quorum and a 2/3 majority vote
- c) Rebranding of any logo as outlined in Section 1A(i) of the Branding and Communications Policy must be approved by the VP Marketing
- d) In accordance with Section 4A and 4B of the Branding and Communications Policy, rebranding shall be permitted for the following reasons:
 - i) Loss of brand equity
 - ii) Logo and related imagery is out-of-date
 - iii) Logo is no longer reflective of the service
 - iv) Violation of the CUS Constitution, any CUS Policy or Guideline, any AMS Code, or any UBC Policy
- e) Creation of a new brand for a service that has otherwise does not had a brand must be approved by the VP Marketing
- f) In accordance with Section 4A and 4B of the Branding and Communications Policy, rebranding shall not be permitted for the following reasons:
 - i) To allow a member of the CUS to gain branding experience
 - ii) Discontent with the logo and related imagery

5) Use of CUS Marketing Channels

- a) All CUS Members, as defined in the CUS Constitution, are entitled to use any marketing channel provided by the CUS for any CUS service
- b) Available CUS marketing channels include, but are not limited to:
 - i) CUSunday or email announcement
 - ii) CUS website
 - iii) Sauder Squad
 - iv) Cavalier Newspaper
 - v) Sauder CCTVs

- vi) Posterboards or corkboards
- c) The VP Marketing reserves the right to alter, filter, table, or remove any promotion or use of a marketing channel for a CUS service at any time, including any decisions made by those responsible for the service
- d) In accordance with Section 2 of the External Services Policy, no external service shall be allowed to use any CUS marketing channel without prior approval from the Executive Council or the CUS Board of Directors
 - i) If permission is granted, all procedures in the CUS Branding and Communications Policy must be followed
 - ii) If permission is granted to any external service, services of the Commerce Undergraduate Society, as outline in Section 1A of the Branding and Communications Policy, shall have priority over external services

6) Promotions

- a) All promotions for any service, whether CUS controlled or an external service, must abide by Policy 120 of the University of British Columbia Board of Governors: Posting of Notices, Posters, and Signs
 - i) If a fine is levied upon the Commerce Undergraduate Society as a result of the actions of an individual conducting promotions, the fine may be passed along to the individual
- b) All marketing material, as deemed by the VP Marketing, distributed in promotion of a service controlled by the Commerce Undergraduate Society or an external service sponsored, recognized, or supported by the Commerce Undergraduate Society must be of a positive and equitable nature
 - i) A positive, equitable nature shall mean the following
 - (1) No sexual content, suggested or otherwise
 - (2) No content that is of a racist, homophobic, discriminatory, sexist, or unlawful nature
 - (3) No content that contradicts the views of the Commerce Undergraduate Society, its values, mission, or purpose
 - (4) No content that is of a malicious or hateful nature
- c) Leaflet distribution shall be allowed in the case where there is a personal interaction between two or more people during distribution.

- i) Leaflets are defined as printed or handwritten pieces of paper of various sizes, sometimes folded, containing any information or advertisement
- ii) In conjunction with the Elections Policy, leaflets shall not be allowed for CUS Elections
- iii) Distribution of leaflets shall be forbidden in classrooms

7) External Communications and Media Relations

- a) The President shall be the official spokesperson for the Commerce Undergraduate Society unless he/she designates a VP to be the spokesperson on behalf of the Society
- b) In accordance with the Corporate Relations Policy, any person acting on behalf of the Commerce Undergraduate Society must use the CUS logo and the Sauder School of Business logo on any material to be distributed
- c) Any person other than the President or an assigned VP may only speak on behalf of the Commerce Undergraduate Society under the direction of the VP Marketing or be constrained to information publicly available on the CUS website
- d) Any person wishing to comment on any issue of interest may do so at their discretion, but must clearly state the following:
 - i) “[The following] is neither the position of the Commerce Undergraduate Society nor that of the UBC Alma Mater Society of Vancouver.”
- e) Any form of mass media communication shall be under the direction of the President of the Commerce Undergraduate Society or an appointed VP
 - i) Mass media communication shall be defined as media that is of a public nature, reaching beyond the UBC community, and considered a reliable source of information for the general population
- f) Any form of communication, including any form of online content, directed towards the UBC community must be approved by the VP Marketing
- g) Any form of communication creating an opinion or claim to be speaking “on behalf of the CUS” must come from a CUS email address (@cus.sauder.ubc.ca)

8) Enforcement of the Branding and Communications Policy

- a) Branding and communications within the CUS shall be kept a high standard and in accordance with in policy or procedure within the University of British Columbia

- b) Deviations from the Branding and Communications Policy shall not be tolerated at any time
- c) The VP Marketing is only a consultant and enforcers of the Branding and Communications Policy
- d) Any concerns with the Branding and Communications Policy should be directed towards the VP Marketing

9) Consequences for Policy Infractions

- a) If it is found that the CUS Logo has been use in a malicious or inappropriate manner meant to derogate the image or name of the Commerce Undergraduate Society, the Society, at their discretion, may take legal action against the offending party
 - i) Any misuse of the CUS Logo by an individual unintentionally shall be removed and/or corrected by the VP Marketing
- b) Any person found to be using any marketing channel under the control of the CUS without the permission of the Society as per Section 5 of the Branding and Communications Policy shall have their content removed immediately
 - i) Repeat offenders shall be contacted by the Society
- c) Any person found to be making a statement on behalf of the Commerce Undergraduate Society shall be reprimanded under the following procedures:
 - i) If the person is an appointed individual
 - (1) A verbal warning shall be issued for the first offense by the VP Marketing and any related VP
 - (2) A written warning shall be issued for the second offense (email or otherwise) by the President
 - (3) After a second warning, the offending person shall be terminated
 - ii) If the person is an elected individual
 - (1) A verbal warning shall be issued for the first offense by the VP Marketing and any related VP
 - (2) A written warning shall be issued for the second offense (email or otherwise) by the President
 - (3) The CUS Board of Directors shall be notified if a third offense occurs and, at the discretion of the CUS Board of Directors, the offending person may be censured
 - (a) A “censure” shall be defined as a formal reprimand to the individual in question

- (4) Upon a fourth offense, the offending person shall be censured by the CUS Board of Directors and limit the individual's responsibilities to which is specified in the CUS Constitution
 - (a) If a censure has not been imposed by the fourth offense, one shall be levied by the CUS Board of Directors
- (5) Upon a fifth offense, a referendum shall be called to recall the individual in accordance with the CUS Constitution
- iii) If deemed by the President and the VP Marketing, in consultation with the Ombudsperson, an offense is serious in nature, a high reprimand shall be issued than the outlined in Sections 2C(i) and (ii) of the Branding and Communications Policy