

CNC BRAND

Policy Statement

The College of New Caledonia (“CNC” or “the College”) is committed to ensuring strong brand principles and clear guidelines for all internal and external audiences who interact with our brand.

Purpose

This policy ensures the CNC brand is used in a consistent manner, thereby strengthening its value and minimizing risk from its misuse, including unauthorized and/or inappropriate use.

Scope

This policy applies to all branding by CNC departments, staff, faculty, internal bodies, students, and to the use of the CNC brand by affiliated or external individuals, stakeholders, or partners.

Principles

General

1. Marketing and Events Services is the main resource for anything related to the College's brand or its elements. They are responsible for setting and updating brand guidelines, approving logo use, and helping to prepare or review CNC brand

