

Visual Identity Policy

Overview

The **Alberta Post-Secondary Application System (APAS)** has developed a number of elements (including, but not limited to, name, logos, and colors) that make up its **visual identity**. The appropriate use of these elements provides for the recognition of the Society in its applications and publications. APAS is committed to ensuring the accurate and consistent presentation and inclusion of its visual identity on all materials (print, electronic, online, etc.) produced by, for, or in conjunction with APAS.

Purpose

The purpose of this policy is to establish the rules and authority for developing, modifying and using APAS visual identities in print, electronically, or in online applications.

POLICY

1. AUTHORING

The Executive Director has responsibility for the visual identity of APAS and may cause the development of a new Society visual identity, or new forms of the visual identity to highlight new applications or to be used in conjunction with new types of media.

2. APPROVALS

The combination of elements that make up the visual identity used by the Society in print, electronically, or online may only be changed with approval from the Board of Directors.

The combination of elements that make up the visual identity used to highlight operational applications or processes managed by APAS (e.g. ApplyAlberta) may only be changed or modified with the approval of the Board of Directors.

Use of any of the visual identities of APAS, whether in print, electronically, or online, must be approved by the Executive Director.

2. APPLICATIONS

This policy applies to, but is not limited to, signage, print advertising, online advertising, web sites and all other forms of electronic communications, business cards, letterhead and other stationery, and brochures and other publications.

DEFINITIONS

Visual Identity	The integrated set of visual elements used to ensure consistency and quality in the way APAS promotes itself to its internal and external audiences.
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