

Brand Governance Committee

Functions

The Brand Governance Committee develops standards and recommends policy for campus marketing and communication tools including, but not limited to, websites, mobile applications, social media, publications, merchandise, and campus signage. The committee is responsible for developing and submitting for approval to the President, or designee, the following:

- a. Visual Design Standards for the Cal Poly brand;
- b. Communications Standards for Cal Poly programs (e.g., Student Orientation, Advising and Registration, aka SOAR);
- c. Content Standards, as applicable;
- d. Compliance/Enforcement Policies, particularly for trademark licensing; and
- e. Other, as deemed necessary.

The Brand Governance Committee will delegate to appropriate subcommittees the task of developing; presenting to the President, or designee, for approval; disseminating; and enforcing the above-described standards. The committee would adjudicate requests for exceptions to the policies in consultation with the appropriate division vice president. Decisions by the committee could be appealed to the appropriate vice president for the division that is affected, who would consult with the President, or designee. The decision of the President, or designee, would be final.

Membership

Provost, or designee

Academic Senate Chair, or designee

Administration and Finance Vice President, or designee

University Advancement Vice President, or designee

Student Affairs Vice President, or designee

Athletics Director, or designee

Associated Students, Inc. Executive Director, or designee

Associated Students, Inc. President, or designee

Chief Information Officer, or designee

University Licensing Coordinator

Administration and Finance representative from Cal Poly Corporation, nominated by the Administration and Finance Vice President

University Advancement representative, nominated by the University Advancement Vice President

Student Affairs representative, nominated by the Student Affairs Vice President

Office of the President representative, nominated by the President

Term of service for non ex officio members will be two years. The President will appoint the chair from the membership.

Meetings

Quarterly or as scheduled by the chair.