![Bradford College logo]

Use of the Bradford College Brand Identity Policy

Document title:	Use of the Bradford College Brand Identity Policy
Audience:	All staff, students, contractors and suppliers
Approved by:	
Policy commencement date:	8 April 2020
Date of next review:	8 April 2022
Document author(s):	Marketing & Campaigns Manager

This policy will be reviewed at least every two years.

Policy statement

The Marketing, PR & Communications department are responsible for managing the college's brand and reputation. It is important that anyone representing the college uses the correct Bradford College logo and branding.

The College's brand guidelines clearly layout the usage of all brand components – logo, colour, typeface, photograph and language.

Internal and external communications with a promotional/marketing purpose

The College's Marketing, PR & Communications department must have sight of and give approval of any communication which has an internal or external promotional, recruitment or marketing purpose.

Approval should be sought via email to:

marketing@bradfordcollege.ac.uk or communications@bradfordcollege.ac.uk.

Or in person from a member of the Marketing, PR & Communications department located in 5F-22, David Hockney Building.

Requests can be escalated to one of the following people:

Gemma Dunn	Head of Marketing & Communications	8439	g.dunn@bradfordcollege.ac.uk
Julie Sokald	Marketing & Campaigns Manager	8164	j.sokald@bradfordcollege.ac.uk
Sukhwant Lota	Digital/Web Marketing Manager	8249	s.lota@bradfordcollege.ac.uk

Use of the Bradford College logo

You can view and download the current Bradford College logos, brand guidelines, and templates for email signatures, letterhead and PowerPoint presentations on the [Marketing section of the Staff Intranet](#)

Suppliers and contractors using the Bradford College logo

Where suppliers and contractors require the use of the Bradford College logo to promote partnership working or promotional items, approval must be sought from the Marketing, PR & Communications department by emailing marketing@bradfordcollege.ac.uk.

Staff and student use of the Bradford College brand

It is understood that staff and students wishing to make use of the College brand may not have the professional skills or access to professional design software to meet the official brand guidelines.

Therefore, advice for staff and students is:

Logo:

Always use the correct logo, which is:

Bradford College

- Colour variants include full blue, white or black dependent on background.
- The previous logos: Green B and Bradford College Further and Higher Education should no longer be used.
- The University Centre Bradford College logo is also no longer permitted.

Text:

For text use Calibri, 11pt (body text), bold 16 pt (document titles) and bold 14pt (headings) as the standard corporate font for all communications.

Brand guidelines

The Bradford College Brand Guidelines can be found on the Staff Intranet (home>Services>Marketing & Communications).

Related policies and procedures

- Photography, Video and Media Consent Policy
- Social Media Policy