

POLICY TYPE: OPERATIONAL BOUNDARIES

2-12 Corporate Identity, Public Image and Communication Policy

The College of Opticians of Ontario (COO) corporate identity and public image are key components of the reputation of the COO and are considered to be valuable assets by the Board. The corporate identity is manifested in multiple ways but must always represent the Strategic Outcomes and values of the COO.

The Registrar, CEO may not cause or allow any activity that would jeopardize the corporate identity and reputation of the COO.

Accordingly, they may not:

1. Change the organization's name or materially alter the corporate identity and seal without Board approval.
2. Approve the use of any aspect of the corporate identity for use with any external product, program, or initiative which is not consistent with the COO's Strategic Outcomes and values.
3. Use the corporate seal for anything that deviates from the Board's approved policies or by-laws.
4. Operate without establishing an effective internal and external corporate communications and public relations approach which appropriately represents the COO corporate identity.