



Special Care Emergency Preparedness Association
of Nova Scotia
~ Policy ~

Subject:	Corporate Identity	Section:	Board Related
Approved By:	<u>Original signed by Jacob D Hillier</u> President	Policy #:	A150
Approved Date:	April 2, 2016	Original Date:	April 7, 2016
		Revised:	
		Pages:	2

1. PURPOSE

To promote a clear, consistent and professional image of the Association and to protect its corporate identity

2. BACKGROUND

Every organization is distinguished by its name and individual character. SCEPA communicates its individual character and identity by consistently using appropriate communication symbols

3. DEFINITIONS

Name(s): The Association shall only be known or referred to as:

- Special Care Emergency Preparedness Association of Nova Scotia (legal name), or
- SCEPA

Logo: A symbol that represents the Association on advertisements, business stationary, brochures, publications, web sites, signage, promotional products, and other materials as appropriately approved. The Association has two (2) logo's and only these two (2) are an acceptable representation of the Association. The two (2) logo's are:



4. POLICY

- a. The general distribution of any materials containing either the name(s) or logo(s) of the Association, must be approved by the President or Vice president
- b. The Association logos are available electronically and must appear on all publications and promotional materials

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- c. The logos must not be altered in any way (e.g., colour, font, configuration, wording, etc.) other than sizing to appropriately fit with the intended usage.

5. **EXCEPTIONS** None