

Confederation College BRANDING GUIDE



CONFEDERATION COLLEGE BRANDING GUIDE



MARKETING AND COMMUNICATIONS TEAM

Whether you need access to our logos for promotional pieces, help to create a poster for an upcoming event, edits to your website page, or advice on promoting your program, our Marketing and Communications team are here to help!

Here is a breakdown of our team and a brief description of the areas they help with. If you don't know where to start, please get in touch with Alexandra at the details below.

Marketing assets, such as logos, photos, presentation templates, and virtual backgrounds are hyperlinked later in this guide and can also be found at

www.confederationcollege.ca/department/marketing-communications.

We hope this guide will be a reference point for everything related to our brand. Our goal is to ensure that Confederation College maintains a cohesive, recognizable brand and that you have the tools and information you need.

Mike Koval (He/Him)

Web & Campaign Specialist (2-year contract)

Email: mkoval@confederationcollege.ca, webmaster@confederationcollege.ca

Office: (807) 475-6525

Completes website updates, page changes and coordinates all Talisma email campaigns

Stefanie Davis (She/Her)

Communications Officer

Email: comms@confederationcollege.ca

Office: (807) 475-6461 | Cell: 807-632-5680

Manages college social media accounts, coordinates advertising, staff news, internal TV systems and electronic road signage

Shelley Graham (She/Her)

Event Manager

Email: events@confederationcollege.ca

Office: (807) 475-6183

Ian Scott (He/Him)

Graphic Designer

Email: David.Scott@confederationcollege.ca

Office: (807) 475-6152

Marketing & Branding Inquiries, Graphic Design Requests, Logos, Photos

Scott Hobbs (He/Him)

Communications Consultant

Email: Scott.Hobbs@confederationcollege.ca

Office: (807) 475-6295 | Cell: 807-621-5265

External & Corporate Communications (Coordinate media for events, speaking notes, photography, corporate writing)

Alexandra Jones (She/Her)

Senior Manager of Marketing & Communications

Email: Alexandra.Jones@confederationcollege.ca

Office: (807) 475-6414 | Cell: 807-624-6106

Oversight, Communications & Marketing Strategy, Brand Approvals

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BRAND PROMISE

Our brand promise represents the core benefits of Confederation College for our students and is carried throughout all operations of the College.

Confederation College inspires students to succeed in their lives and careers, providing exceptional education and practical, hands-on learning in a dynamic environment. Confederation College is proud to be a culturally diverse community and offers individualized support for students.

Mission:	Confederation College inspires students to succeed in their lives and careers
Vision:	Confederation College enriches lives through learning
Negahneewin Vision:	Confederation College commits to realizing the Negahneewin Vision through reconciliation and renewed relationships with Indigenous peoples as partners for change in education. This is achieved by building common ground between Indigenous and non-Indigenous peoples through a mutual understanding of history, a shared vocabulary and a rich dialogue.
Values:	Courage, Equity and Relationships

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GENERAL OVERVIEW

The branding of Confederation College represents our mission, vision, values and Neegahneewin vision. When used consistently, our brand reflects who we are, what we do and what value we offer as an educational institution.

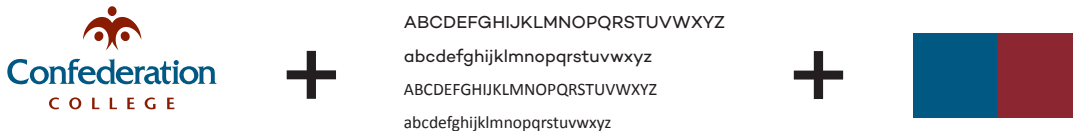
Our Visual Identity is a tool to assist both internal and external partners with technical information and guidance to visually implement the brand on the work they do. Our guidelines have been developed with the intention of being flexible enough for individual and creative expression across materials for varied initiatives, while remaining true to our overall identity and providing clear and consistent communication.

These standards apply to all Confederation College materials. When producing new college material, these guidelines must be followed.

GRAPHIC ELEMENTS

While strong branding is much more than simple graphic elements, long-term success cannot exist without a common look that allows our audience to recognize the materials we share. Marketing, communications and promotional materials that consistently use our logo, fonts and colours create a strong unified presence. At Confederation College, our primary school colours are complemented with secondary colours that reflect the natural landscapes that surround our campuses.

The Confederation College brand is supported with a unique graphics package consisting of logos, fonts and colours.



DECLARATION ON THE USE OF ARTIFICIAL INTELLIGENCE (AI) TOOLS AT CONFEDERATION COLLEGE

At Confederation College, we are committed to maintaining the predominantly human-created nature of our content developed and distributed by the Marketing and Communications team, with AI tools serving as aids to produce better and faster content, rather than as sole-source content creators.

Use of Generative AI for Text

Generative AI tools, such as Writesonic and ChatGPT, are valuable in supporting our content creation process. These tools allow us to expedite the creation of documents, stories, articles, media releases, and speaking notes. Our team utilizes these tools for brainstorming, reworking or rewording thoughts, and summarizing or expanding information. While we have trained the AI tools on our brand voice, it is essential to note that our team's input is crucial in ensuring the accuracy and alignment of the content with the college's brand voice. We will continue to review, rewrite, and provide the final look at all content generated in part by AI tools to maintain consistency and quality.

Use of AI Image Editing Tools

We will always use image editing tools ethically. We may use AI image editing tools like Adobe Firefly or Topaz AI to make minor adjustments to images, such as upscaling low-resolution images, extending background, or adjusting background elements of photos. We may use tools that generate slideshows from images and information we provide. However, we will refrain from creating or publishing images that are entirely AI-generated or use AI-generated depictions of students in the subject area of our images. We do not use any image editing tools to change the essence of any original images on our website, social media, or anywhere else. For example, we will not change the expressions, appearance, ethnicity or any other core features of those captured in our photography. Where we do use AI image editing tools for corrections and minor edits, we will work with the original photographer or designer, so that they are aware.

Use of AI Audio and Video Tools

AI audio and video tools can enhance the quality of our media content, such as by cleaning up noisy audio or improving video quality. We may use these tools to refine audio and video. We may use AI for dubbing existing video content into other languages. However, we emphasize that we will not use AI tools to clone voices to deliver a message other than what was included in the original content. Our focus is on maintaining the integrity and authenticity of our audio and video content as we seek to make it accessible to a wider, multilingual audience.

Privacy and Transparency

Confederation College places a high value on privacy and transparency in the use of AI tools. We ensure that sensitive and confidential information is not input into AI tools, and we maintain open communication within our team regarding the use of AI tools. We will provide comprehensive training and guidelines to our staff to ensure responsible and effective utilization of AI tools.

Confederation College will continue to establish internal policies outlining the best use of AI tools, emphasizing AI's ethical, responsible, and transparent integration into our processes.

Our team is made up of skilled writers, photographers, designers and strategists who want to use these tools to support – not replace – their creativity.

Our team will use tools approved by the Manager, and new team members will be trained in the proper use of these tools. We will invest in training for our teams on writing prompts and fact-checking.

These guidelines were created for Confederation College's Marketing & Communications team. For more information on these guidelines, please contact Alexandra Jones, Manager of Marketing, Recruitment and Communications.

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DIVERSITY, EQUITY AND INDIGENOUS

We use a Diversity, Equity and Indigenous Lens as a tool to ensure our policies, programs and practices are free of elements that knowingly or unknowingly enable to exclusion of Indigenous peoples. With this in mind, we must ensure all diverse cultures and identities are reflected and expressed in all aspects of College life, including marketing and promotion.

To make sure our marketing, communications and promotional materials accurately represent our college community, we must demonstrate diversity, equity and inclusivity in design, photography/videography and content, and in all cases must meet the Canadian Code of Advertising Standards as it relates to equity and diversity and portrayals thereof.

For support and guidance in adhering to this part of the Brand Guide, contact:

Diversity, Equity, Inclusion and Student Appeals Advisor:

Ryan Sigurdson (he/they)

Equity, Diversity, and Inclusion Advisor

Email: rsigurds@confederationcollege.ca

Office: (807) 475-6251

ACCESSIBILITY

Confederation College is committed to ensuring that all marketing, communications and promotional materials are accessible to all audiences. All materials must meet the requirements of the Accessibility for Ontarians with Disabilities Act.

SUSTAINABILITY

Confederation College prioritizes sustainable practices. Our approach to sustainability is guided by Indigenous principles and the Sustainability Tracking Assessment & Rating System (STARS) developed by the Association for the Advancement of Sustainability in Higher Education (AASHE).

Confederation College supports the United Nations Sustainable Development Goals Accord. We are committed to expanding our sustainable practices across all aspects on campus to positively impact the social, economic, and environmental elements of each of the seventeen Sustainable Development Goals (SDGs).

For more information, visit www.confederationcollege.ca/sustainability



We support the Sustainable Development Goals



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ARRANGEMENTS OF THE PRIMARY BRAND

We have two primary versions of our logo: stacked and horizontal. They're designed to accommodate standard applications, and you can choose whichever one you prefer.

Stacked



Horizontal



PROTECTED SPACE & MINIMUM SIZE

We want to ensure our logo stands out, so it is important not to crowd it with other graphics or text. This ensures legibility and the integrity of the visual identity. To achieve this, be sure to keep clear space around the logo.

At minimum, you must clear half the height of the “Animikig symbol” contained in the Confederation College logo around all edges, but the more space, the better. To stay consistent, the signature must never be smaller than 1.0” wide.



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LOGO APPLICATION DO-NOT-USE EXAMPLES

To make sure our logo stays consistent, do not alter, reshape or crop it. The only exception is to use the animikig on its own, but it must stand alone – do not group it with any other words or text. If the animikig stands alone, the complete logo must also be shown on the same promotion page to connect the animikig back to the College.



Distortion



Proportions



Rearranging



Rearranging



Rotation



Typeface substitution



Altered



Ghosting



Animikig as part of a wordmark



Overlays



Cropping



Violate safe area with type or graphics

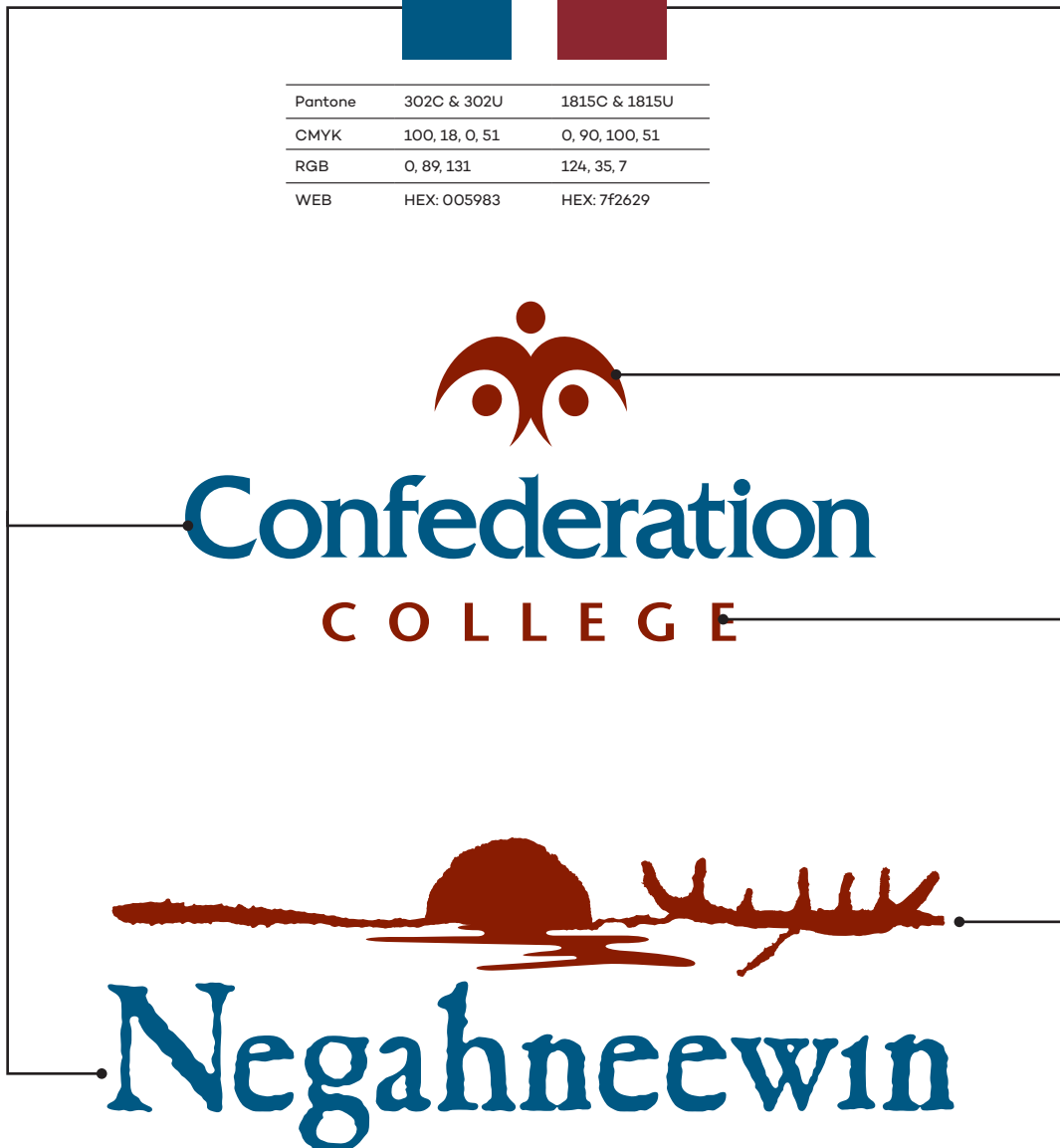
LOGO COLOURS

The consistent use of our official colours is very important to our visual identity. Colours help people recognize our brand. In full colour applications, our logo must be Confederation Blue and Confederation Burgundy.

Logo Colours



Pantone	302C & 302U	1815C & 1815U
CMYK	100, 18, 0, 51	0, 90, 100, 51
RGB	0, 89, 131	124, 35, 7
WEB	HEX: 005983	HEX: 7F2629



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NEGAHNEEWIN - CO BRAND

LOGO AND LOOK THAT MAY BE DIFFERENT THAN THE MAIN BRAND, BUT ALWAYS APPEARS WITH MAIN BRAND.

Design use of floral artwork restricted to Marketing and Communications and Negahneewin Departments.



OFFICIAL DESIGN COLOURS

Though our logo colours cannot stray from Confederation Blue and Confederation Burgundy, we have secondary colours we suggest you use to compliment our logo in your design. These colours are commonly used to reflect our campus and the natural elements around Northwestern Ontario.

Primary Design Colour



Secondary Design Colours



Pantone	302C & 302U	631C & 631U	5395C & 5395U
CMYK	100, 18, 0, 51	64, 4, 14, 0	100, 78, 60, 50
RGB	0, 89, 131	53, 173, 200	9, 32, 46
WEB	HEX: 004e71	HEX: 35afc8	HEX: 09202e

Tertiary Design Colours



Quaternary Design Colours



Pantone	130C & 130U	179C & 179U	732C & 32U	357C & 357U	1815C & 1815U
CMYK	0, 31, 100, 0	0, 90, 83, 0	42, 75, 100, 39	89, 38, 89, 27	0, 90, 100, 51
RGB	245, 167, 0	228, 61, 48	99, 53, 17	27, 87, 52	125, 15, 3
WEB	HEX: f5a700	HEX: e43d30	HEX: 633510	HEX: 1b5734	HEX: 7d0f03



This scale indicates the relative weight and importance that should be placed on colours and frequency of use.

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SINGLE-COLOUR REPRODUCTION

For single-colour applications, the Confederation College logo should be reproduced in black for light backgrounds and white for dark backgrounds. In both cases, it is important that the contrast is such that the logo maintains legibility.



Black



White



Pantone 1815 Red and Pantone 302 Blue



On light background colours the black logo can be used. Contrast must be maintained.

REVERSE COLOUR REPRODUCTION

The logo can be reversed out of black or another colour as long as the contrast is such that the logo maintains legibility.



Maintain contrast between logo and background

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COLOUR APPLICATION (INCORRECT USAGE)

Colour is a powerful means of visual recognition. The consistent use of colour reinforces and extends our desired institutional image. Some colours do not convey the strong image we intend. The below examples are representations of our logo and colour schemes that must be avoided.



Poor contrast between logo and background



Poor contrast between logo and background



When used in single colour, both Animikig and wordmark must appear in the same colour.



Mixing the official colours are not permitted



Full-colour logo must use the official red and blue only. No other colour is acceptable.



No tinting or ghosting

TYPOGRAPHY

Primary Fonts: Campton
Alternative Fonts: Calibri, Arial

Primary

Campton Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Campton Book Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Campton Semibold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Campton Semibold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Campton Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Alternative

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri Regular Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Calibri Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Calibri Bold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Arial Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Arial Bold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

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RECRUITMENT CAMPAIGN ONLY

The current chalk paint fonts (or likeness to it) and the 306 teal is reserved for recruitment pieces.
2021-2024



306 teal

Chalk Paint fonts

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BRAND STRUCTURE

Brand structure is how we organize elements of our organizational brand so that people both within and outside understand how clients are being served. It also provides framework to manage future growth and diversity.

PRIMARY BRAND

MAIN LOGO AND LOOK TO REPRESENT THE ENTIRE ORGANIZATION



SUB-BRAND

LOGO AND LOOK TO REPRESENT A SPECIFIC PART OF THE ORGANIZATION



CO-BRAND

LOGO AND LOOK THAT MAY BE DIFFERENT THAN THE MAIN BRAND, BUT ALWAYS APPEARS WITH MAIN BRAND



ENDORSED BRAND

LOGO AND LOOK THAT MAY BE DIFFERENT THAN THE MAIN BRAND, BUT IS DESIGNED IN A WAY TO LIVE WITHIN THE PRIMARY BRAND SPACE



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CAMPUS NAMING

The names of our regional campus's are independent of the community they are located in. It is therefore important to include the name of the community in brackets after the official campus name.

Below are the official ways to display the regional campus names.

Rainy River District Campus (Fort Frances)

Lake of the Woods Campus (Kenora)

Northshore Campus (Marathon)

Greenstone Campus (Longlac)

Dryden Campus

Red Lake Campus

Sioux Lookout Campus

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STATIONARY - GENERAL OVERVIEW

The Confederation College logo is to be placed on all stationary. It should be clear and dominant in its standard format to give the public a positive impression of the institution. All contact information should be up-to-date and correspond with the appropriate campus.

To order stationary, email printing@confederationcollege.ca and include the quantity and your budget code. You will be sent a proof to approve, before they are printed.



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LETTERHEAD PRINT- PRIMARY BRAND

When the Confederation College letterhead is on a document, it shows the public that it is an official notice containing information authorized by the College. The letterhead should only be used by employees, students and other persons authorized to act on behalf of the College.

Our primary brand letterhead includes our signature in official colours and a horizontal arrangement. **To order letterhead, email printing@confederationcollege.ca and include the quantity and your budget code. You will be sent a proof to approve, before they are printed.**

General Specifications

Size: 8 1/2 x 11"

Colours: (Uncoated)

Pantone 1807

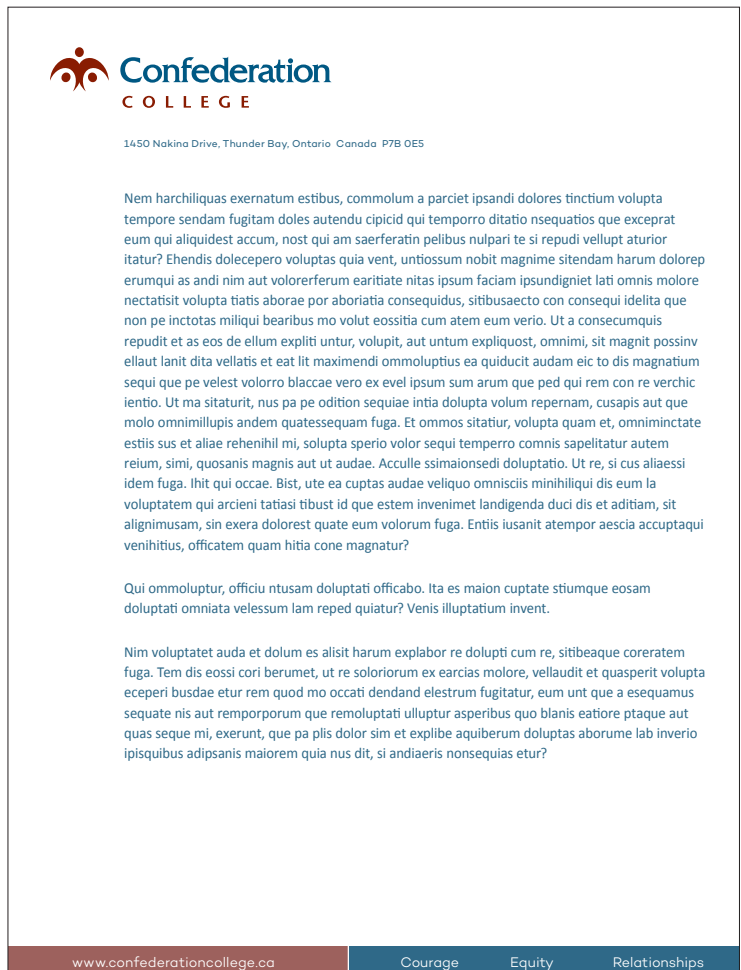
Pantone 302

Paper: First Choice

Laser 24lb

Font for body text:

9 pt calibria



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LETTERHEAD ELECTRONIC – PRIMARY BRAND

When the Confederation College letterhead is on a document, it shows the public that it is an official notice containing information authorized by the College. The letterhead should only be used by employees, students and other persons authorized to act on behalf of the College.

Our primary brand letterhead includes our signature in official colours and a horizontal arrangement.


To download the electronic letterhead, go to www.confederationcollege.ca/department/marketing-communications.

General Specifications

Size: 8 1/2 x 11"

Word Document

Font for body text:
9 pt calibria

 **Confederation**
COLLEGE

1450 Nakina Drive, Thunder Bay, Ontario Canada P7B 0E5

Nem harchiliquas exernatum estibus, commolum a parciat ipsandi dolores tinctium volupta tempore sendam fugitam doles autendu cicipid qui temporro ditatio nsequatios que exceprat eum qui alliquidest accum, nost qui am saerferatin pelibus nulpari te si repudi vellupt aturior itatur? Ehendis dolecepero voluptas quia vent, untiossum nobit magnime sitendam harum dolorep erumqui as andi nim aut volorerferum earitiate nitas ipsum faciam ipsundigniet lati omnis molore nectatisit volupta tiatis aborae por aboriatia consequidus, sitibusaecto con consequi idelita que non pe inctotas miliqui bearibus mo volut eossitia cum atem eum verio. Ut a consecumquis repudit et as eos de ellum expliti untur, volupit, aut untum expliquost, omnimi, sit magnit possinv ellaut lanit dita vellatis et eat lit maximendi ommoluptius ea quiducit audam eic to dis magnatium sequi que pe velest volorro blaccae vero ex evel ipsum sum arum que ped qui rem con re verchic ientio. Ut ma sitaturit, nus pa pe odition sequiae intia dolupta volum repenam, cusapis aut que molo omnimillupis andem quatessequam fuga. Et omnos sitatur, volupta quam et, omniminctate estis sus et aliae rehenihil mi, solupta sperio volor sequi temporro comnis sapelitur autem reium, simi, quosanis magnis aut ut audae. Acculle ssimaionsedi doluptatio. Ut re, si cus aliaessi idem fuga. Ihit qui occae. Bist, ute ea cuptas audae veliquo omnisciis minihiliqui dis eum la voluptatem qui arcieni tatiati tibust id que estem invenimet landigenda duci dis et aditiam, sit alignimusam, sin exera dolorest quate eum volorum fuga. Entis iusanit atempor aescia accuptaqui venihitus, officatem quam hitia cone magnatur?

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www.confederationcollege.ca Courage Equity Relationships

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ENVELOPES

The standard #10 envelope template is designed for general use throughout Confederation College for all correspondence.

Formal #10 envelopes are to be printed using the Confederation College signature presented in official colours in a horizontal arrangement. The address should include the College website.

All branded letterhead is available through the College Print Shop. Standard #10 envelopes are also available with the appropriate branding.

To order envelopes, email printing@confederationcollege.ca and include the quantity and your budget code. You will be sent a proof to approve, before they are printed.

General Specifications

Size: 4 1/8 x 9 1/2"

No. 10 Regular O-S

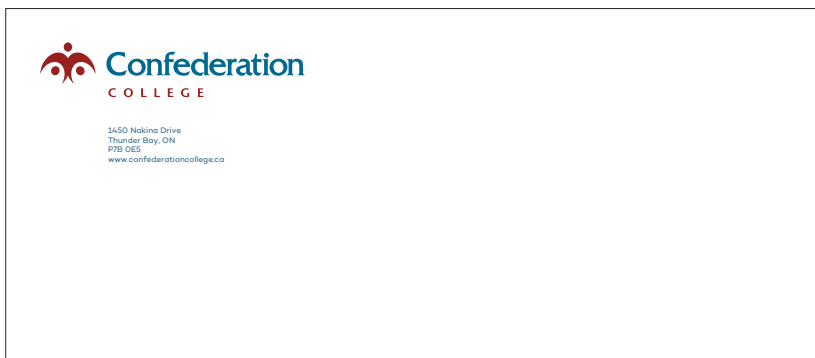
Colours: (Uncoated)

Pantone 1807

Pantone 302

Paper: Ultimate

White Wove



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BUSINESS CARDS

The Confederation College business card uses a consistent format for content and layout.

To order business cards, email printing@confederationcollege.ca and include all of the details you would like to include, the quantity and your budget code. You will be sent a proof to approve, before they are printed.

General Specifications

Size: 3 1/2 x 2"

Colours: (Coated)

Pantone 1815

Pantone 302

Paper: Chorus Art Silk

White, Cover, 100lb



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ON CAMPUS PROMOTION

We have multiple channels to promote your event or service on campus. Internal promotions can be arranged through our Communications Team. If graphics are requested for these items, please ensure the request is sent 5-7 business days in advance.

If you would like to submit your own promotion, please follow the appropriate size guideline:

Internal TV Screens

- 1920 x 1080 px

Staff News

- 800 x 450 px

Road Signs

- Maximum 40 characters

Send sized graphics and details to:

Communications Officer

Email: comms@confederationcollege.ca

Office: (807) 475-6461 | Cell: (807) 632-5680

If you want to put posters on the bulletin boards around campus, please ensure you get approval and a stamp from the SUCCI office.

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POWERPOINT/PRESENTATION GRAPHICS

Presentations should be made to engage the viewer and focus on essential information. A variety of branded templates are available for download on our website.



MS TEAMS BACKGROUNDS

For online presentations branded backgrounds can be downloaded. During presentations, it is important to use a background to show that you are representing Confederation College.



LINKEDIN BANNERS

Branded backgrounds for employee LinkedIn banners are available for download should the employee want to.



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EMAIL SIGNATURE

While working at Confederation College, you should ensure that your signature includes up-to-date information on how to contact you. Having a standard signature will help students and the community trust you as a reliable source and provide them with information about your position. College signatures must all be uniform, do not change the size, colour or font.

Including details such as education, credentials, or pronouns is optional. You will see how it can be formatted in the examples below.

Depending on your position needs, you may include event information or additional details (such as a link to a current campaign or event registration) below your signature (see an example below). Please connect with Alexandra Jones for event information graphics.

STANDARD SIGNATURE BLANK

 **Confederation**
COLLEGE

1450 Nakina Drive
Thunder Bay, ON P7B 0E5
www.confederationcollege.ca

First Name, Last Name, Optional: (pronoun),(credential)
Title
Dept.

Email: your_email_here
Tel: 807-473-xxxxx
Fax: 807-473-xxxxx If you have one
Cell: 807-xxx-xxxxxx If you want to include

Courage · Equity · Relationships

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STANDARD SIGNATURE EXAMPLE

 **Confederation**
COLLEGE

1450 Nakina Drive
Thunder Bay, ON P7B 0E5
www.confederationcollege.ca


Alexandra Jones (she/her) MBA, MA
Manager Marketing, Recruitment & Communications

Email: Alexandra.jones@confederationcollege.ca
Tel: 807-475-6414
Cell: 807-624-6106

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EVENT SIGNATURE EXAMPLE

 **Confederation**
COLLEGE

1450 Nakina Drive
Thunder Bay, ON P7B 0E5
www.confederationcollege.ca

Alexandra Jones (she/her) MBA, MA
Manager Marketing, Recruitment & Communications

Email: Alexandra.jones@confederationcollege.ca
Tel: 807-475-6414
Cell: 807-624-6106

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VOICEMAIL AND EMAIL MESSAGES

While working at Confederation College, you should ensure that your voicemail and out-of-office email replies include consistent information for students and the public. Please keep the information up to date and where possible provide an alternative contact person. Having a standard message will help students and the community to find consistent and accurate messaging when engaging with us, improving their customer service experience. Below are scripts you can use.

Voicemail Messages

Voicemail (When you are in the office)

“Thank you for calling Confederation College. You have reached the voicemail of (first and last name), (title). I am sorry I have missed your call. Please leave a message and I will respond to you as soon as possible. Thank you and have a wonderful day.”

Voicemail for Work Cell Phone

“You have reached the voicemail of (first and last name), (title), at Confederation College. Please leave me your name, number and a brief description of your call and I will return your message as soon as possible. Thank you and have a wonderful day”

Voicemail (When you are out of office)

“Out of office alert. Thank you for calling Confederation College. You have reached the voicemail of (first and last name), (title). I am currently away from the office, returning on ____ (ie: Monday, September 26). (If applicable)

If you need immediate assistance, please contact (first and last name), (title), at (phone number).

Otherwise please leave me a message and I will respond to you as soon as possible upon my return. Thank you and have a wonderful day.”

Email Messages

Internal (Out of Office Reply) when you won't have access to email

Subject: Out of Office

Thank you for your email. I am currently out of the office (reason if applicable ie: attending a community event/at a conference) returning on (date) with no access to email. If you require immediate assistance, you may contact (first and last name), (title) at (email) or (phone). Otherwise, I will reply to your email as soon as possible upon my return.

Thank you,
(Signature)

Internal (Out of Office Reply) when you will be checking email.

Thank you for your email. I will be out of office (date), reason (if applicable) returning (date) and will be periodically checking my email. If you require immediate assistance, you may contact (first and last name), title at (email) or (phone). Otherwise, I will reply to your email as soon as possible upon my return.

Thank you,
(Signature)

External (Out of Office Reply)

Subject: Out of Office

Thank you for contacting Confederation College. I am currently away from the office, returning on (date). If you require immediate assistance, you may contact (first and last name), (title) at (email) or (phone). Otherwise, I will reply to your email as soon as possible upon my return.

Thank you,
(Signature)

SOCIAL MEDIA CHANNELS

Do you follow us on social media? Please check out our different channels and follow, like and share our content when possible. Our channels are an easy way to see events and current initiatives and your engagement with these channels helps us to spread the word about our programs and services.

Confederation College Social Media Channels:



Have an idea for social media? Want help promoting an event or initiative? Are you doing something “Instagram worthy” in your classroom? Connect with Comms@confederationcollege.ca.

CONTACT WITH MEDIA OUTLETS

If you are contacted by a member of the media for comment on a news story, for an interview, or to provide information on the college's behalf, please follow these guidelines:

- Contact the Communications Team to help determine the appropriate spokesperson and key messages for the interview.
- Prepare for the interview by rehearsing your answers out loud, including follow-up questions.
- If the interviewer goes off-topic, bring the conversation back to the key messages.
- Pace yourself and avoid rushing your answers.
- Never go off the record, and refrain from speculating or guessing.
- Be honest, even if it means saying you don't have an answer at this time.

Pre-Interview Checklist:

- Ask for the reporter's name and organization.
- Try to find out the story angle and deadline before the interview.
- Ask if you can get an idea of the line of questioning.
- Find out if the interview will be live or taped.
- Inquire about when the story will appear.
- Remember to work with the Communications Team to identify key messages and ensure a consistent and effective response.

Contact the Communications Team before your interview:

Email: comms@confederationcollege.ca

Phone: (807) 475-6295

Confederation College
**BRANDING
GUIDE**



Confederation
COLLEGE