

<b>SUBJECT:</b> Advertising Standards	<b>POLICY NO:</b> INT-24	<b>LAST REVIEWED:</b> July 2018
<b>APPROVED BY:</b> Executive Board	<b>MANAGED BY:</b> Director of Marketing and Communications	<b>NEXT REVIEW:</b> July 2020

**SUMMARY**

**Policy Statement**

BCITSA advertising standards attempt to govern and provide oversight related to access to BCIT students. These standards represent the advertising values of BCITSA and symbolize our commitment to represent the interests of students and enhance the quality of student life. This Policy covers both commercial and non-commercial advertising that provide students with access to information, products, and services that are distributed through print, digital, and on-site mediums and are intended to inform, promote, and/or sell products to students.

**Purpose of This Policy**

The purpose of this Policy is to:

- Outline the advertising standards for internal and external use.
- Outlines the proper usage of the BCITSA Logo and name.

**Application of This Policy**

This Policy applies to all employees, Executives, and Councillors.

**Related Documents and Legislation**

BCITSA

- INT-25 – Commercial and Non-Commercial Advertising

**Forms Associated With This Policy**

N/A

**Amendment History**

- Created [DATE]
- Amended [DATE]

**DEFINITIONS**

N/A

**DUTIES AND RESPONSIBILITIES**

**BCITSA Director of Marketing and Communications**

The Director of Marketing and Communications is responsible for the interpretation and enforcement of this Policy as it relates to employees.

**POLICY**

**1. Advertising Standards**

**1.1. BCITSA as a Non-Partisan Representative Association**

- a. BCITSA retains the right to refuse access or advertising that is inconsistent with our associational mandate or that marginalizes, in whole or in part, the membership of BCITSA.
- b. BCITSA shall attempt to work within established BCIT community advertising standards, but retains the right to act in the best interests of our membership and Association regardless of the perspective and/or policies of BCIT.
- c. No groups or agencies affiliated or otherwise, shall be permitted to use the BCITSA logo in any form, or imply a relationship with BCITSA without the express written consent of BCITSA.
- d. BCITSA shall refuse, acting reasonably, advertising that infers subjective moral values, as those values may not be consistent in whole or in part with those held by the members of BCITSA.

**1.2. BCITSA Logo**

- a. The BCITSA logo and name are the non-registered Trademarks of the Student Association of the British Columbia Institute of Technology and shall be used in accordance with this Policy.
- b. BCITSA retains at all times the right to govern the use of its name and logo(s), and any future versions or evolutions of the logo(s) and/or taglines, to the exclusion of all others.

- c. BCITSA assumes no liability, nor does BCITSA accept the use of the its logo and/or name as an endorsement for any advertising information, products and/or services provided by external groups/agencies.

## **2. BCITSA Name**

### **2.1. Variations of BCITSA name**

- a. BCITSA shall use only the following variations of its name in advertisements:
  - i. The Student Association of the British Columbia Institute of Technology;
  - ii. BCIT Student Association;
  - iii. BCITSA; and
  - iv. SA.

## **PROCEDURE**

### **3. Advertising**

#### **3.1. Advertising Guidelines**

- a. Advertising shall not be discriminatory against any person(s) on the basis of age, marital status, race, religion, gender, ability, or sexual orientation.
- b. Advertising shall not promote or condone illegal activities or services.
- c. Advertising shall not promote gambling or tobacco products in any manner.
- d. Advertising promoting products with alcohol or events where alcohol may be served shall be refused if:
  - i. The advertising promotes alcohol consumption as the main purpose of an event, or the promotion of overconsumption of alcohol more prominently than the event itself, or if the advertising promotes irresponsible consumption of alcohol in any manner; or

- ii. The advertising fails to promote established harm reduction strategies such as responsible alcohol consumption and safe transportation.