

Table 2: Tiers and Brand Assets

Type of Brand Material	Tier 1 Materials produced and shared by Marketing & Communications	Tier 2 Template provided and support offered through community of practice and /or specialized training	Tier 3 Template provided for basic use
Student recruitment materials	• External webpage layouts • Campaign materials • Defined print materials (e.g., Viewbook, school-specific handouts, program-specific postcards)	• High school counsellor newsletter • School-run info sessions • Assets for affiliated social media accounts	• Posters • Program and course promotional handouts
Institutional campaign materials	• Corporate Marketing campaigns • Mandated awareness campaigns • Foundation fundraising campaigns • Paid advertisements • Promotion of Event type A (table 3)	• Significant milestone celebrations at schools • School and program showcase • Promotion of Event type B (table 3)	• Promotion of Event type C (table 3)
External communications	• Media relations: press releases • Public-facing website	• Course or service promotion (outside of those identified in	• Posters • Corporate communications

	• Official Selkirk College social media accounts (“corporate accounts”) • Community newsletter	• Institutional campaigns) • Communications with industry partners (e.g., PACs and placements) • External web content maintenance • Individual school or department social media content (“affiliated accounts”) • Targeted newsletters	• materials (e.g., PowerPoint, letterhead, email signature, etc.)
Internal communications	• Employee newsletter • Student newsletter	• Internal websites • Targeted newsletters • Digital signage	• Posters • Classroom materials and syllabi • Departmental procedures or guidelines
Strategy and planning documents	• Strategic Plan • Indigenization Plan • EDI Plan • Sustainability Plan	• Internal strategy documents, including Education Plan, Campus Master Plan	• School and department operating plans
Reports and proposals	• Institutional impact reports (College and Foundation)	• IAPR • IR reports • Funding proposals	• Level 3 program reports

	• State of the Basin	• Applied Research reports & presentation materials	• Department and program annual reports
Selkirk College branded merchandise (standards to be developed)	• Campus store merchandise • Institutional giveaway items	• School or department giveaway items • School or department apparel	• N/A
Forms	• Internal use for Marketing & Communications only	• School or department	