

Meeting Date August 23, 2017		AGENDA ITEM REQUEST	
		Section	Consent
		Item Number	7.E.1.

Department	Government Relations and Communications
------------	---

Requested Action:

Consideration of approving Policy POL-2017-001-COM-3, Identity Standards Policy. The Policy has been reviewed and approved by General Counsel.

Summary Explanation & Background:


The purpose of this Policy is for maintaining brand standards and a consistent editorial and graphic identity in all official print and digital publications, advertising, written communications, website, signage, and any other public visual use. This identity upholds the image of the Canaveral Port Authority (CPA).

This Policy is intended to establish uniform practices for the use of the suite of CPA logos in accordance with our established Port Canaveral Identity Standards Guide.

Financial Review by Pat Poston:	N/A
---------------------------------	-----

Attachments: Policy POL-2017-001-COM-3, Identity Standards Policy

Contract/Agreement:	Reviewed by General Counsel	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> N/A <input type="checkbox"/>
	Reviewed by Port Attorney	Yes <input type="checkbox"/> No <input type="checkbox"/> N/A <input checked="" type="checkbox"/>

Department Approval: Jim Dubea , Deputy Executive Director, Government and Strategic Partnerships Diane Luensmann , Sr. Director – Government and Strategic Communications	CEO Approval:  John W. Murray, CEO
--	--