

**STAFFORDSHIRE & BLACK COUNTRY BUSINESS  
INNOVATION CENTRE**

**PUBLICITY POLICY**



The aim of this policy is to ensure that the Business Innovation Centre is presented and promoted positively, effectively and responsibly to as wide an audience as is deemed required.

The Business Innovation Centre firstly must ensure that all publicity is morally and legally acceptable.

The Business Innovation Centre will ensure that it only uses information and photography for which they have permission to use.

The Marketing Department will hold all images for use in publicity and permission should be required to use that information to ensure that the information given on behalf of the company is correct and up-to-date.

All publicity on behalf of the Business Innovation Centre should be approved in advance by the Marketing Department to ensure the upkeep of corporate branding and that the BIC culture and ethos is kept in a coherent, consistent and accurate way.

The Business Innovation Centre logo should be included in all external promotion including stationery, information flyers and leaflets and this should include any electronic communication.

All publicity relating to specific projects/joint collaborations/sponsorship should include the correct images as provided by that project.

A Marketing and Publicity Plan will be produced on an Annual Basis to maximise promotion of the company within the constraints of the budget allocated.

Sandra Butterworth  
Director of Innovation  
16 March 2010

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