**Policy: Marketing Collateral and Signage**

**Section: Marketing, Communications & Public Relations**

**Effective: January 20, 2016**

Goodwill Industries of Kentucky’s (“Goodwill”) marketing department is solely responsible for the design, creation, and/or production of the materials listed below. Any and all requests for these materials must be submitted to the marketing department which reserves the right to deny any request based on alignment with Goodwill’s brand, culture, and/or messaging strategy.

With the exception of the marketing department, Goodwill employees are not permitted to design, create, or produce—nor solicit vendors to design, create, or produce—any of the following materials for Goodwill unless approved by the marketing department.

* Advertisements
* Banners
* Brochures
* Business cards
* Decals for doors/windows
* Donation tax receipts
* Exterior signage
* Flyers
* Forms
* Giveaway items
* Handouts
* Hiring/recruiting signs and info cards
* In-store collateral and signage
* Posters
* Pricing signage
* Price lists
* Shopper/donor surveys
* Name badges
* Stationery (including letterhead, envelopes)
* Stickers
* Yard signs

The marketing department will provide acceptable signage to be used in special situations (i.e., restroom out of order, credit card machine down, etc.). These pre-designed signs may be printed on-site and posted until the situation is resolved, at which time the signage must be discarded. With the understanding that emergencies concerning the health and safety of employees or members of the public happen, store management may create temporary signs to address a situation, but the signs must be discarded immediately after the matter is resolved.

Initial violation of this policy is subject to written reprimand, and repeated violation of this policy is subject to additional disciplinary action up to and including termination.