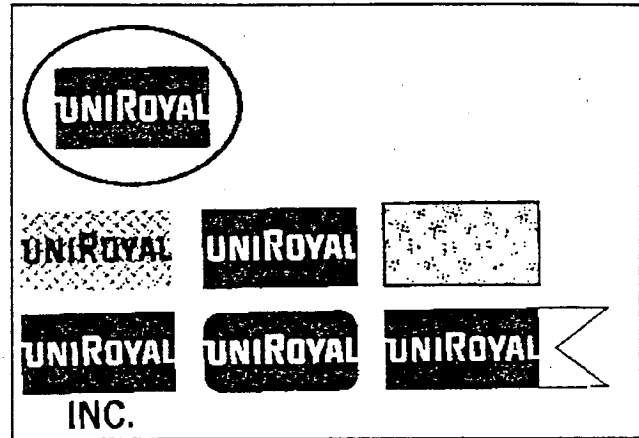


UniRoyal's image policy also states when to use this trademark: advertisements, catalogues, products, and labels, literature, signs on plants and offices, packaging, internal bulletins, external bulletins, trucks and other vehicles, souvenirs, calling cards, stationery (with corporate name), news release headings, publication mastheads.



4. WHAT IS A CORPORATE IMAGE MANUAL?

The last and most important step in developing a corporate image program is the development of a **corporate image manual**. This manual is in effect a compilation of all the corporate image policies. It identifies the standards to be followed, discusses why they are to be followed, how they are to be followed, and what will happen to the corporation and its employees if they are not followed.

ANNEX A discusses the contents of UniRoyal's Identity manual.

It is important to note that image manuals are not essential. Many successful organizations do not have them. CIBC is one such company. Currently, it has numerous image policies but has not taken the time, or spent the money, to compile them into one manual. They are however currently investigating the benefits of doing this. The British High Commission also does not have an "image" manual. People there feel it would be unnecessary.