POLICY ON THE USE OF CONCORDIA UNIVERSITY'S NAME, LOGO AND RELATED INSIGNIA, AND THE GOVERNANCE OF ITS VISUAL CHARACTER AND DIGITAL PRESENCE

Effective Date: May 20, 2016 **Originating Office:** Office of the Secretary-General

Supersedes /Amends: September 18, 2008 **Policy Number:** SG-4

PREAMBLE

Concordia University has a vested interest in the protection and regulation of its name as well as its logo and/or related insignia (shield, wordmark and icon), which taken as a whole create the University's signature. It is also in the University's best interests to present a consistent visual character that reflects its identity both in print and digital forms. As such, guidelines and verification systems are required to ensure that the University builds a uniform and recognizable presence within the community through both the appropriate display of these symbols and a consistent interpretation of its character in all visual communications.

SCOPE

This policy applies to internal and external representations, whether printed, electronic or digital, which make use of Concordia University's name, logo and/or related insignia and the University's image as a whole.

PURPOSE

The purposes of this policy are a) to provide the framework for the regulation of the quality and uniformity of the University's image in both internal and external representations; and b) to ensure that parties who have received permission to use the University's name, logo and/or related insignia do so in a manner which is consistent with the reputation and orientation of the University.

POLICY

Internal and External Representations – Printed

1. In order to ensure an appropriate appearance consistent with the reputation and future orientation of the University as an academic institution, University Communications Services ("UCS") shall have final approval for any public materials containing the University's name, logo and/or related insignia, for all internal or external publicity

purposes. Examples of such public materials include, but are not restricted to: advertising, posters, billboards, brochures, magazines, newsletters, conference programs, annual reports and University vehicles.

2. Public materials using the University's name, logo and/or related insignia shall follow the guidelines as set out in the *Communications and Print Graphics Standards Manual* available at UCS.

3. University departments requiring and/or producing such public materials, must follow one of the options itemized in the *Procedures Handbook*.

4. The use of the University's name, logo and/or related insignia in a manner which could directly or indirectly convey the message or impression that the University is engaged in a purely commercial, political, illegal or immoral activity is prohibited.

5. Any use of the University's name, logo and/or related insignia (including University letterhead or business cards) shall be for University business only.

Internal and External Representations – Digital (websites, mobile sites and social media accounts)

6. The University's websites are to be dedicated to the activities of the institution, such as recruitment, teaching, research, services, management and administration, alumni and donor relations, community outreach, or other promotional purposes.

7. The University has a web content management system (WCMS) that is used to house all its public and mobile administrative and academic websites under the Concordia.ca domain name. The WCMS is also used to house the University's intranet for faculty and staff members. This WCMS includes the Concordia logo, design, navigation, and footer. Operating the WCMS is the joint responsibility of UCS and IITS.

8. Websites from some units constitute exceptions that need not be housed on the WCMS. Refer to the *Procedures Handbook* for more information.

9. Refer to the *Procedures Handbook* for more information about how to submit requests to house unit websites outside of the WCMS either using the Concordia.ca domain name or an alternative domain name ..

10. UCS is responsible for managing the main Concordia.ca public website and the intranet for faculty and staff. The responsibility for developing, managing and updating content on faculty and departmental webpages, as well as administrative ones, remains with these individual areas.

11. Concordia.ca websites that run on the WCMS will adopt suffix domain names (e.g., Concordia.ca/artsandscience). There are exceptions to suffix domain names. Refer to the *Procedures Handbook* for more information.

12. UCS is responsible for managing all Concordia.ca domain names, including the abovementioned exceptions. To submit requests for a Concordia.ca domain names, which include shortcut domain names and romance URLs, refer to the *Procedures Handbook*.

13. Social Media:

    - The University's social media presence promotes the activities of the institution, namely, recruitment, teaching, research, services, management and administration, alumni and donor relations, community outreach, etc.
    - Managing the University's overall social media presence is the responsibility of UCS while managing the social media presence of faculties, departments and administrative units remains with those areas.
    - To submit a request to open and manage a social media account on behalf of a faculty, department or administrative unit, refer to the *Procedures Handbook*.

14. Mobile Applications

    - The University's mobile platforms promote the activities of the institution, namely, recruitment, teaching, research, services, management and administration, alumni and donor relations, community outreach, etc.
    - Managing the University's overall mobile platforms is the joint responsibility of UCS and IITS.
    - To submit a request to develop mobile applications and/or to use SMS notifications, refer to the *Procedures Handbook*.

Brand Integration

15. The University acknowledges and welcomes external support received by individual faculties, departments or units that may include the integration of a donor's name, logo and/or related insignia.

16. The University's name, logo and/or related insignia must remain prominent with any sub-brand being integrated within, and subordinate to, the University's name logo and/or related insignia on all public printed or electronic materials.

17. The Secretary-General, or designate, shall have final approval for any exceptional, custom-designed or integrated name, logo and/or related insignia.

Other Clubs, Groups, Organizations or Associations

18. Any club, group, organization or association (hereinafter referred to individually and collectively as "Group") wishing to use the University's name, logo and/or insignia shall apply to the Board of Governors (the "Board") for such permission on the form provided by the Secretary of the Board. Go to Permission Form.

19. The decision to grant permission for the use of the University's name, logo and/or insignia shall be assessed based on the guidelines set forth in the *Procedures Handbook*.

20. The privilege of using the University's name, logo and/or related insignia shall normally be granted without a fixed term but may be reviewed and revoked by the Board at any time, upon the recommendation of the Secretary-General, if it is deemed that the Group no longer satisfies the guidelines outlined in the *Procedures Handbook*, this Policy or if its activities or actions may adversely affect or are adversely affecting the reputation of the University and/or are inconsistent with the reputation and the future orientation of the University.

21. Upon the recommendation of the Secretary-General, the Board may decide to grant permission to use the University's name, logo and/ or related insignia on a conditional basis or, in cases where the potential liability to the University is significant, may require the Group to enter into a written, contractual agreement with the University outlining respective rights and responsibilities.

22. Any Group granted permission to use the University's name, logo and/or related insignia shall adhere to generally accepted accounting standards and manage their funds with the utmost integrity.

23. The granting of permission to use the University's name, logo and/or related insignia shall in no way impose any liability upon the University for the actions or activities of a Group.

24. The Secretary-General may require, at any time, a written report from a Group with respect to a particular matter or, more generally, with respect to the Group's actions or activities.

25. Any Group using the University's name, logo and/or related insignia at or before July 2001 shall be exempt from the application process outlined in Sections 18 of this Policy and is deemed to have been granted permission in accordance with this Policy. However, these Groups remain subject to Sections 1 through 17 and 19 through 25 of this Policy.

Licensing Program

26. The name Concordia University, its logo and related insignia are registered trademarks. The use of these registered trademarks is the prerogative of the Board. The Secretary-General is responsible for overseeing the authorization process for such use as well as for overseeing the University's licensing program. Please refer to the *Procedures Handbook* for details.

Authority

27. The Secretary-General is responsible for the implementation and interpretation of this Policy.

Adopted by the Board of Governors on May 20, 2016