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

Effective Date: September 18, 2008

Originating Office: Office of the Vice-President, Institutional Relations and Secretary-General

Supersedes / Amends: SG-4/June 20, 2001

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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. 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 or electronic, 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 future 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 below:
   
a) the department may submit their requirements and specifications to UCS for the internal production of the material;

b) the department may create their own material, which must be submitted to UCS for verification and approval;

   To request an electronic version of the logo: go to [Concordia Logo Request Form](#)
   To request an official image: go to [Official Image Request Form](#)

c) the department may arrange for the production of the material by an external company. The company must be selected from a list of approved contractors provided by UCS. The material shall be verified and approved by UCS. A department which chooses this option is responsible for any related fees.

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. In addition, the use of suggestive or exploitive drawings or photographs is discouraged.

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 – Electronic

6. All University web sites must be dedicated to the activities of the institution, namely, teaching, research, services, management and administration or, to promotional ends.

7. In order to ensure an appropriate, consistent appearance and functioning of University web sites, UCS shall have final approval over any web site design. All academic and administrative departments are encouraged to produce web sites which make use of the official template created by UCS.

8. Web sites using the University’s name, logo and/or related insignia shall follow the guidelines as set out in the Web Graphics Standards Manual available at UCS.

9. Departments requiring and/or producing web sites, must follow one of the options below:

   a. the department may submit their requirements and specifications to UCS for the internal production of the web site;

   b. the department may create their own web site, which must be submitted to UCS for verification and approval;

   c. the department may arrange for the production of the web site by an external company. The company must be selected from a list of approved contractors provided by UCS. The web site will be subject to verification and approval by UCS. A department which chooses this option is responsible for any related fees.

Brand Integration

10. 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.

11. Notwithstanding Section 10 above, the University’s name, logo and/or related insignia must remain prominent with any sub-brand being integrated within, and subordinate
12. 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

13. 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 (hereinafter referred to as “the Board”) for such permission on the form provided by the Secretary of the Board. Go to Permission Form.

14. Applications for permission to use the University’s name, logo and/or related insignia shall normally be considered by the Board bi-annually, at its November and April meetings.

15. The decision to grant permission for the use of the University’s name, name logo and/or insignia shall be assessed based on the following guidelines:

   a. the nature of the Group - a group should be of the sort that one would associate with a university community. For example, a not-for-profit group is generally preferable to a for-profit group;

   b. the membership of the Group – a Group in which membership is restricted to University students, faculty, staff or alumni is preferable. The membership should be large enough to warrant using the University’s name, logo and/or insignia and to ensure certain stability to the Group;

   c. the goals and objectives of the Group - the objectives and proposed activities of the Group should contribute to the educational, social or cultural values of the University;
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d. the organizational structure of the Group - the Charter, by-laws, procedures or rules of conduct of the Group should be presented. Such documents should enable all members joining the Group to be fully aware of their rights and responsibilities;

e. the resources of the Group - the human, financial and material resources available to the Group should be demonstrably adequate for the Group to fulfill its mission and objectives;

f. the history of the Group - a group that has a proven track record for integrity and success is preferable;

g. the internal and external support for the Group - a group which has received support from other recognized internal and external groups in their application for permission is preferable;

h. the quality of the application itself - a Group that submits a well-organized, well-documented and well-argued application is preferable.

16. 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 Section 15 of this Policy or if its activities or actions are adversely affecting the reputation of the University and/or are inconsistent with the reputation and the future orientation of the University.

17. 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.
18. All Groups 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.

19. 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.

20. 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.

21. 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 13 and 14 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 12 and 15 through 18 of this Policy.

Licensing Program

22. 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.

23. All applications for the use of the University’s name, logo and/or related insignia for commercial purposes shall be made, in the first instance, for conditional approval of the application, to the Licensing Coordinator of the University Bookstore.

24. Upon conditional approval of the application, the potential licensee shall submit designs incorporating the University’s name, logo and/or related insignia as well as product samples for initial approval by UCS and final approval by the Secretary-General.
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25. Following approval by the Secretary-General, a non-exclusive, revocable licensing agreement shall be entered into with the licensee. The licensing agreement shall apply for a specific term and shall provide for a royalty fee to be paid to the University based on the wholesale price of the product. All royalty fees shall be credited to various scholarships and awards.

26. In the event of an application for the use of the University name, logo and/or related insignia in conjunction with fund-raising or charitable events, the Secretary-General may decide that royalty fees shall not be charged.

27. The University Bookstore, the Office of Advancement and Alumni Relations and the Department of Recreation and Athletics are excluded from the mandatory licensing program.

Authority

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

Adopted by the Board of Governors on September 18, 2008