



- 10202 The possible types of use covered include but are not limited to publications, posters and other printed materials, advertising and web sites, email and other electronic or digital media as well as clothing, stationery and novelty items
- 10203 ( cGis ) niversit\* in the conduct of its academic mission uses the name ( cGis ) niversit\* The & o\* a\* nst tuton for the . dvancement of <earnin+ %&7. <' is the name of the entt\* /hich holds e+a\$ tt\$e to a\$\$ moveable and immoveable #ro#ert\* o/ned, transferred or be=ueathed to ( cGis ) niversit\*0 ts use is \$imited to forma\$ e+a\$ and administrative insttutona\$ #ur#oses /hich are determined b\* the a##ro#riate ) niversit\* administrators
- 10204 ( ore s#eci#c #rinci#ses, terms, conditions and #rocedures are set out in other ) niversit\* +uide\$ines and #o\$icies includin+ but not \$imited to those referenced in this #o\$ic\*0

## PART II . CONTENT

### SECTION 10 DEFINITIONS

- 201 ( cGis's name) includes >( cGis?, >( cGis ) niversit\*? and >) niversit@ ( cGis?0
- 202 ( cGis's trademark, s) are those /ords, \$o+os, s\*mbos, desi+ns or #ictures, or a combina tion of these, used to identf\* and distn+uish the +oods or services of the ) niversit\* from others and com#rise re+istered and unre+istered trademark, s and oAcia\$ mar, s of the ) niversit\*, includin+ but not \$imited to those referenced in this #o\$ic\*0
- 203 ( cGis \$o+o) ( cGis's oAcia\$ re+istered visual mar, , consistn+ of the >/ordmar, ? ( cGis and the ( cGis shield %/ithout mo to'0
- 204 ( cGis's /ordmar, ) is the ima+e of the /ord >( cGis? #rinted in a custom desi+ned font and colour) Bther t\*#efaces and colours ma\* not be subst tuted0
- 20C ( cGis shield) is the dist nct ve heraldic re#resenta tion of ( cGis ) niversit\* /hich includes three martlets0
- 20D ( cGis coat of arms) is ( cGis's shield /ith mo to0 The use of the coat of arms is restricted to \$imited ) niversit\* insttutona\$ #ur#oses0
- 207 ( cGis seal) BAcia\$ s\*mbos to be used on oAcia\$ academic or business documents b\* the ) niversit\*'s +overnin+ bodies0
- 20E ) niversit\* unit) an\* entt\*, be it academic or administrative, that is #art of ( cGis ) niversit\* and not se#arate\$\* const tuted0 This includes, but is not restricted to) cam#uses, facu\$tes, de#artments, schools, #ro+rams, sam#aersit\* at is #it@0+!0#aci\*#r#tu tont\* uines Bts,ri t @uies0

) niversit\* for use b\* a ( cGi\$\$ unit to re#resent the unit itsef, or #ro+ram or ini t a t ve under its  
Jurisdiction

2010 3hird #art\*9 an\* #erson, +rou#, associat on, \$icensed a+ent, or com#an\* other than those  
em#o\*ed b\* the ) niversit\* or act n+ as its a+ents

- ; 0204 ) use for the #ersona\$ +ain or bene4t of an individua\$ or third #art\*-
- ; 020C ) use in ora\$ or #rint or e\$ectronic medium if it im#\$ies commercia\$ or #o\$itca\$ endorsement of a #roduct, service, #roduct or individua\$ /ithout #rior /ri ten authori2at on from the a##ro#riate authorit\* of the ) niversit\*-
- ; 020D ) use in connect on /ith inherent\$\* dan+erous #roducts, i\$\$e+a\$ dru+s, tobacco, +amb\$in+, sexua\$\$\* su++est ve #roducts or \$an+ua+e or discriminator\* \$an+ua+e-
- ; 0207 . n\* other use that does not adhere to the ) niversit\*'s va\$ues, +oa\$, mission and vision0

In addition9

- ; 020E ( cGi\$\$s \$o+o ma\* not be used in conjunct on /ith the \$o+os of an\* other inst tution or ent t\* /ithout #rior /ri ten a##rova\$ of both ent tes0
- ; 020F The modi4cat on of an\* ( cGi\$\$ trademar , , in /ho\$e or in #art, is #rohibited0
- ; 0; visua\$ ident t t\* standards

- ; 0; 01 Communicat ons and Externa\$ &e\$at ons has the res#onsibilit\* for creat n+, coordinat n+, im#\$ement n+ and u#dat n+ the ) niversit\*'s visua\$ ident t t\* standards, /hich estab\$ish the form and manner for use of \$o+os and other visua\$ trademar , s, t\*#efaces, +ra#hics and other materia\$ used to su##ort the ) niversit\*'s visua\$ ident t t\*-
- ; 0; 02 Communicat ons and Externa\$ &e\$at ons /i\$\$ ma, e these standards, a\$on+ /ith associated isie theove ) niversit\*'s amner0asx t n; d0

- 40202 There are no changes to ) niversit\* trademar, s- and
- 4020; . \$\$ use of s\*mbos res#ects the ) niversit\*'s visua\$ iden t t\* standards
- 40; Exam#ses of norma\$ usa+e9 oAcia\$ ) niversit\* : eb sites- oAcia\$ universit\* brochures- re#orts, #ub\$ications and simi\$ar materia\$s- course materia\$s used in ) niversit\* courses- unit or em#o#e\$e statoner\*, inc\$udin+ \$e t erhead and business cards
- 404 The use of ( cGi\$\$ trademar, s is a\$so re=ui\$ed for communicat ions too\$ for /hich s#eci4c visua\$ iden t t\* standards ma\* not exist or ma\* be evo\$vin+, such as : eb sites deve\$o#ed outside the ( cGi\$\$ s\*stem, a##\$ications %a##s' and other di+ita\$ materia\$s
- 40401 . \$\$ such uses sha\$\$ be underta, en in consu\$tat on /ith Communicat ions and Externa\$ &e\$at ons, /hich /i\$\$ /or, to ensure that the inte+rit\* of ( cGi\$\$'s visua\$ iden t t\* is maintained and /i\$\$ a##rove and document an\* deviat ons from ( cGi\$\$'s visua\$ iden t t\* standards on\$\* if re=ui\$ed for va\$id creat ve or mar, et n+ reasons
- 40C ( cGi\$\$ units /ishin+ to ident f\* themse\$ves visua\$\$\* in the #roduct ion of materia\$s shou\$d use the ( cGi\$\$ \$o+o /ith the unit name dis#\$a\*ed as set out in the ) niversit\* visua\$ iden t t\* standards
- 40C01 I o academic unit, other than one covered b\* the "o\$ic\* &e\$at n+ to the I amin+ of ) niversit\* . ssets, ma\* deve\$o# a secondar\* \$o+o
- 40C02 The use of names and \$o+os /hich have been a##roved #ursuant to an a+reement covered b\* the "o\$ic\* &e\$at n+ to the I amin+ of ) niversit\* . ssets sha\$\$ com#\$\$\* /ith the terms of the a+reement
- 40C0; The deve\$o#ment of a secondar\* \$o+o b\* a non!academic unit must be underta, en and authori2ed b\* Communicat ions and Externa\$ &e\$at ons
- 40C04 : hi\$e some ) niversit\* units ma\* be authori2ed to use a secondar\* \$o+o in addit ion to the ( cGi\$\$ \$o+o, under no circumstances ma\* a unit use a secondar\* \$o+o in #\$ace of the ( cGi\$\$ \$o+o

SECTION 40 USE OF M+GFLNVNYFAPPL PL +STF L

SECTION 50 USE OF MCGILL'S NAME, LOGO AND OTHER TRADEMARKS BY MCGILL STUDENT ASSOCIATIONS AND OTHER STUDENT CLUBS OR GROUPS

D01) Use of the (cGill) name as an element of identity

Use of the (cGill) name in the name of an officially accredited student association or student groups or clubs associated with that association is provided for in the Memorandum of Understanding between the student association and the University and for which the Board of the Deutscher Student Club and Learning is responsible

D02) Use of the (cGill) logo or other trademark, in association with an activity or initiative

(cGill) student groups or clubs wishing to use the (cGill) logo or other trademark, in association with an activity, product or other initiative must submit an application for permission to Communications and External Relations

D0; It is a matter of principle, (cGill) student groups cannot use the (cGill) name or logo without clearly indicate that they represent a student group and not the University

SECTION 60 USE OF MCGILL'S NAME, LOGO AND OTHER TRADEMARKS BY THIRD PARTIES

701 In any permission is required to refer to (cGill) University by name in news or social media, providing the aforementioned principles and prohibitions are respected

702 Requests from third parties to include reference, by way of name or trademark, to (cGill) in any document, film, program, podcast or similar program shall be referred to Communications and External Relations

70; Any other use of (cGill) name and trademark by third parties is prohibited, except where expressly authorized by an existing agreement of association, partnership or sponsorship with the University or where prior written authorization has been obtained from Communications and External Relations

70; 01 If such use is intended to attract goods or services, the third party must see, a license agreement with the University, which agreement shall be at the sole discretion of the University

70; 02 For the production of goods and services bearing (cGill) trademark, all University units are required to respect all policies or regulations regarding licensing that are in effect at the time of use

704 Any unauthorized use of (cGill) trademark is illegal and is subject to prosecution

SECTION 70 CREATION OR MODIFICATION OF REGISTERED TRADEMARKS

E01 I o one ma\* re+ister or authori2e the re+istrat on of an\* trademar, in the name of ( cGi\$\$, or chan+e to an\* existn+ re+istrat on, /ithout the #rior /rit en #ermission of the ) niversit\*0

## SECTION 80 GENERAL PROVISIONS

F01 ( cGi\$\$ ) niversit\* has exc\$usive authorit\* to re+u\$ate the use of the ) niversit\*'s name, \$o+o and other trademar, s0

F02 3his "o\$ic\*, in confunct on /ith the ) niversit\*'s visua\$ ident t t\* standards, re#\$aces the "o\$ic\* on the ) se of the : ordmar, and 7nsi+nia of ( cGi\$\$ ) niversit\*0

F0; . n\* contract, a+reement, \$e ter of intent, memorandum of understandin+ or memorandum of a+reement entered into b\* the ) niversit\* sha\$\$ abide b\* the terms of this #o\$ic\*0

F04 Juest ons, issues and com#\$aints re+ardin+ the a##\$ic at on, im#\$ementat on or a\$\$e+ed vio\$at on of this "o\$ic\*, or an\* of its #rovisions, shou\$d be addressed to Communicat ons and Externa\$ &e\$at ons0

F0C Documents referenced in this #o\$ic\* are avai\$ab\$e for use and consu\$tat on on the /ebsite devoted to the ) niversit\*'s trademar, s and visua\$ ident t t\*0

## PART III . AUTHORITY TO APPROVE PROCEDURES

3he deve\$o#ment and revie/ of +ra#hic standards for the ( cGi\$\$ \$o+o and other e\$ements of the ) niversit\*'s visua\$ ident t t\* /i\$\$ be the res#onsibilit\* of Communicat ons and Externa\$ &e\$at ons, in consu\$tat on /ith members of the senior administrat on as a##ro#riate0

## PART IV . REVIEW

3he "o\$ic\* sha\$\$ be revie/ed b\* the Board of Governors ever\* 4ve \*ears aKe0