



McGill

Policy on use of
the Wordmark
and Insignia of
McGill University



2000

These guidelines are designed to help the University maintain a consistent, easily recognizable visual identity. Visual identity is one of our most valuable assets. The repeated, correct use of McGill's coat of arms, shield, and signature confirms this visual identity and also conveys the idea of the University as a whole

rather than as a collection of individual parts.

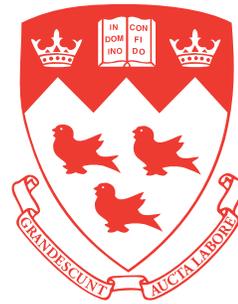
McGill's wordmark and insignia are registered trademarks owned by McGill University and are protected by copyright. Failure to use trademarks correctly may result in loss of exclusivity in use of the mark.

The Coat of Arms

The McGill coat of arms (that is, the shield along with the scroll beneath) is derived from an armorial device assumed during his lifetime by the founder of the University, James McGill. The University's patent of arms was granted by England's Garter-King-at-Arms in 1922 and registered in 1956 with Lord Lyon King of Arms in Edinburgh and in 1992 with the Public Register of Arms, Flags and Badges of Canada.

In heraldic terms, the coat of arms is described as follows: “Argent three Martlets Gules, on a chief dancette of the second, an open book proper garnished or bearing the legend *In Domino Confido* in letters Sable between two crowns of the first. Motto: *Grandescunt Aucta Labore.*”

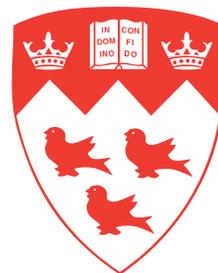
The coat of arms consists of two parts, the shield and the scroll.



The Shield

The three red martlets on a silver ground are taken from the arms of the McGill family. The heraldic martlet is a mythical bird without legs and thus is always shown in flight. The open book at the top of the shield is the heraldic symbol of an institution of learning. The book bears the words *In*

Domino Confido (“I trust in the Lord”), which was the motto used by James McGill. Silver crowns on either side of the book refer to Montreal’s royal name and are composed of *fleur de lis* as a reminder of the city’s French origin. Montreal’s three mountains are represented by three peaks above the martlets.



The Scroll

The scroll, with its Latin motto, provides a strong visual base for the standard format of the coat of arms. The University’s

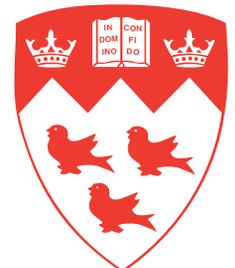
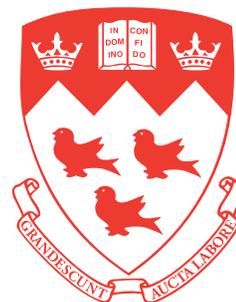
motto, *Grandescunt Aucta Labore* (“By work all things increase and grow”), completes the McGill coat of arms.



The Coat of Arms versus the Shield

The scroll containing the words *Grandescunt Aucta Labore* is not an integral part of the coat of arms, hence its use is optional. In general, the scroll should be used only when the coat of arms stands alone and only when the size of the coat of

arms is sufficiently large that the words of the motto are legible. Neither the coat of arms nor the shield may be modified, embellished, or framed.



The Wordmark

The wordmark is “McGill” printed in a custom- designed font which takes its origin from Garamond. Samples of the wordmark are readily available from the Instructional Communications Centre (ICC) and other typefaces may not be

substituted. It is not possible to reproduce the wordmark with standard printing fonts.

If the word “McGill” appears alone, that is, if it is not part of a text, it must be printed as the wordmark.

The Signature

McGill’s signature consists of two elements:

- the shield
- the wordmark.

For printed documents intended for dissemination outside the

University it is required that the full signature be used. For internal use, in some instances the shield may be preferred to the signature.



Dimensions and clear space

The shield and wordmark shall be reproduced in the relative dimensions shown here. The signature shall be surrounded by the recommended minimum clear space to separate it from other text and graphic elements. The minimum shield width is .25".

A minimum margin of clear space must be left around the shield and/or the wordmark that is equal to one-half the width of the shield or equal to the width of the gap in the top of the letter M.



Incorporation of unit names in the Signature

The names of faculties, departments, and other units of the University may be used with the University signature in the manner shown in the examples. These additional elements must be set in the typeface Univers bold. ICC will prepare the appropriate texts upon request.



**Faculty of
Medicine**

**Faculté de
médecine**

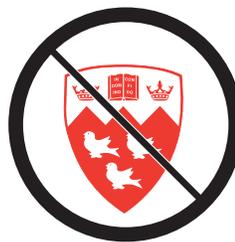


**Faculty of
Medicine
Faculté de
médecine**

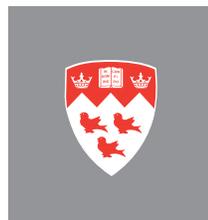
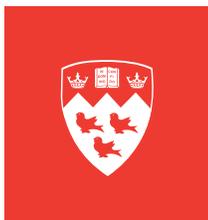
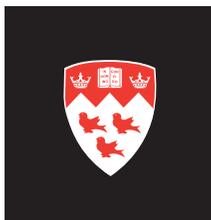
Inviolability of the Signature, Coat of Arms, or Shield

The University coat of arms, shield, and signature must always appear as indicated in these guidelines and cannot be modified in any way without written permission from the

Secretary-General. The colours on the shield may not be inverted; the martlets must always be in colour on a blank background and not vice versa.



The shield can appear in reverse when it is being printed on a red, black or grey background. A special reverse version is required.



Colour

McGill's official colour is red. For printed work, the official McGill colour is Pantone Matching System (PMS) 485 red (or CMYK: 100% magenta, 90% yellow), and this colour has a high level of association with the University. The coat of arms, the shield, and the signature can be printed **only** in PMS 485 red, black, grey, white or alternatively in the full-colour version. If another

colour is desired because it is the only colour being printed, that colour must be approved by the Secretary-General.

Reproducing the full-colour version

A full colour depiction of the coat of arms would contain the following colours: PMS 485 (the red martlets), PMS 871U (the gold book), and PMS 877U (the silver crowns).

Approved versions of the Signature

There are two approved versions of the signature. These should preferably appear in red, but could alternatively appear in black, grey, or white, if necessary.

Version 1

Version 1 in red is the preferred version and should be used whenever possible. This version appears on the University's official letterhead and business cards.



McGill

Version 2

Version 2 is to be used only for publications destined for distant places where it is believed that the word "University" is necessary for recognition.



McGill
UNIVERSITY



UNIVERSITÉ
McGill

Other symbols of the University

Over time, a number of symbols, logos, or marks have been used to identify McGill University. The coat of arms, shield, and signature illustrated above are the only versions sanctioned for current use. Consult the Secretary-General for permission to use any other graphic identity. Final approval rests with the Board of Governors.

Using the Signature, Coat of Arms, or Shield in publications

It is important that the full University signature (the shield plus the wordmark) appear on the front cover of brochures, flyers, folders, newsletters, and other printed materials produced by the University for dissemination outside the University.

In instances where a document is for internal use only, or is clearly associated with McGill, the coat of arms or shield alone may provide sufficient identification.

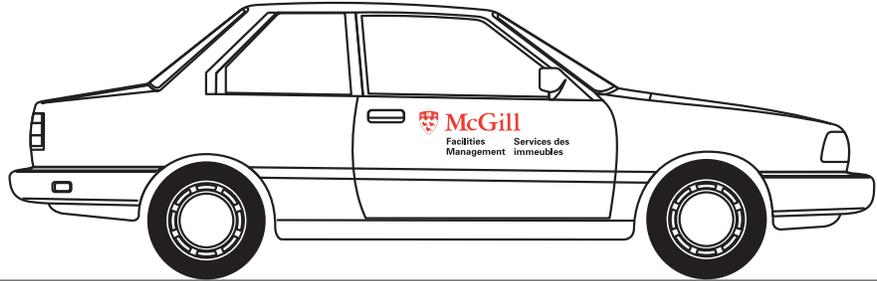
Vehicles

Vehicles purchased by the University for University work must be red or white.

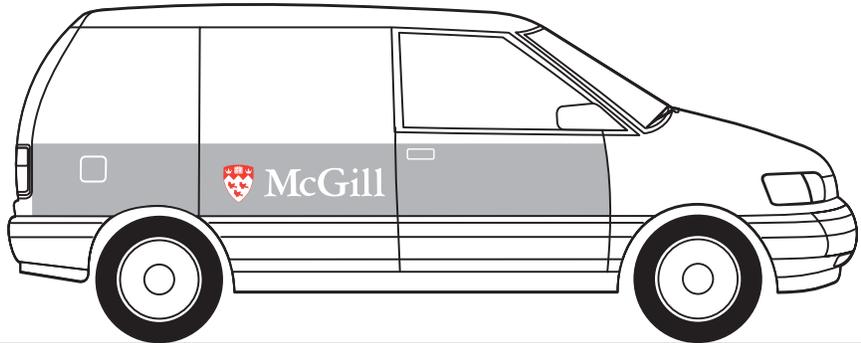
The McGill signature is to appear on the door of a car.



If the name of a department is to appear as well, it must be lettered in the Univers bold font as indicated.



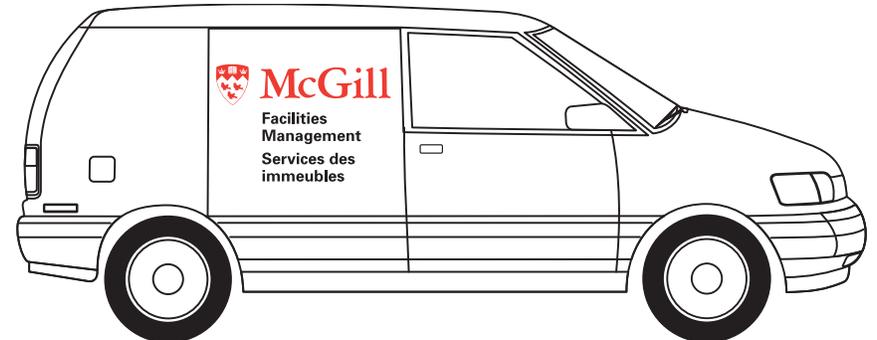
The preferred version of the McGill signature on a truck includes a design element as shown.



If the name of a department is to appear as well, it must be lettered in the Univers bold font as indicated.



Alternatively, the signature (with or without the department name) can appear on the side of a truck without the design element as shown.



University stationery

The use of the signature on McGill's stationery has a tremendous cumulative impact on our audiences.

The official McGill letterhead is typeset in Univers and is designed on a grid that allows for three columns. A line of type under the signature indicates the name of the University unit. Thereunder, the first column normally indicates the postal address. The second includes telephone and fax numbers and e-mail addresses. There is a third column which could

allow for additional information in the total letterhead. Graphic identifiers or logos of University-affiliated units are to be placed at the top right or bottom left of the page. All official stationery is designed at ICC.

Letterhead



McGill

Instructional Communications Centre

McGill University
688 Sherbrooke Street West
Suite 1600
Montreal, Quebec, Canada
H3A 2M7

Centre de communications pédagogiques

Université McGill
688 rue Sherbrooke ouest
bureau 1600
Montréal (Québec) Canada
H3A 2M7

Tel: (514) 398-7200
Fax: (514) 398-7339
www.mcgill.ca/icc

Envelopes



McGill

Instructional Communications Centre
McGill University
680 Sherbrooke Street West
Suite 1600
Montreal, Quebec, Canada H3A 2M7

Centre de communications pédagogiques
Université McGill
680 rue Sherbrooke ouest
bureau 1600
Montréal (Québec) Canada H3A 2M7

Letterhead showing affiliation



McGill

Pulp and Paper Research Centre

McGill University
3420 University Street
Montreal, Quebec
H3A 2A7

Tel: (514) 398-6180
Fax: (514) 398-8254



**Pulp and Paper Research
Institute of Canada
(PAPRICAN)**

Business cards



McGill

Victoria Lees, Ph.D.
Secrétaire général

Université McGill
Pavillon James de l'administration
845 rue Sherbrooke ouest
Montréal (Québec) Canada H3A 2T5

Tél: (514) 398-3948
Fax: (514) 398-4758
lees@ums1.lan.mcgill.ca



McGill

Victoria Lees, Ph.D.
Secretary-General

McGill University
James Administration Building
845 Sherbrooke Street West
Montreal, Quebec, Canada H3A 2T5

Tel: (514) 398-3948
Fax: (514) 398-4758
lees@ums1.lan.mcgill.ca

The following are recommended for facsimile cover sheets and memoheaders.
Templates for these designs may be obtained at ICC.

Facsimile cover sheets

McGill

Fax

**Instructional Communications
Centre**

680 Sherbrooke Street West
Suite 1600
Montreal, Quebec, Canada
H3A 2M7

**Centre de communications
pédagogiques**

680 rue Sherbrooke ouest
bureau 1600
Montréal (Québec) Canada
H3A 2M7

**Tel: (514) 398-7200
Fax:(514) 398-7339**

TO FAX NUMBER: ()

DATE:

NAME:

COMPANY/INSTITUTION:

FROM:

JOHN ROSTON MARIA TARIELLO GARRY GRAHAM PEGGY GREENE

NUMBER OF PAGES INCLUDING THIS ONE:

Memorandum



McGill

Memorandum

Faculty of Medicine

680 Sherbrooke Street West, Suite 1600, Montreal, Quebec, Canada H3A 2M7
Telephone: (514) 398-7200 Fax:(514) 398-7339

Date:

To:

cc:

From:

Electronic Materials

Official University Web documents should reflect, as closely as practicable, these guidelines for the coat of arms, shield, and signature. It is understood, however, that the University's standard red, PMS 485, may appear in different tones depending on the viewer's browser.

ICC maintains a directory of University insignia on the central Web server:
<http://www.mcgill.ca/icc/logo>

Developing new logos

Only in very exceptional circumstances will permission be granted for creation and use of a logo different from the University insignia. Over time, the use of alternative logos at the University will be phased out.

Custom-designed stationery

Units that have permission from the Secretary-General to design and use a logo other than the McGill coat of arms, shield, and signature must also seek permission if they wish to develop custom-designed letterhead, envelopes, and business cards. If permission for custom-designed stationery is granted, it may be stipulated that the University shield or signature also appear.

A visual rendering of each custom-designed piece of such stationery must be presented to the Secretary-General prior to the preparation of finished artwork. Approval rests with the Secretary-General.

Authority to use McGill Wordmark and Insignia

Faculty and staff of McGill University may use the McGill wordmark and insignia (the shield, coat of arms, and signature) whenever required in the exercise of their duties. All such use must be in accordance with the standards set out here. As the wordmark and insignia are trademarks protected by copyright, their use by third parties is not permitted, except where appropriate authorization has been obtained from the Secretary-General or where the University has entered into a license agreement permitting such use. Faculty and staff shall refrain from encouraging use of the trademarks by third parties unless specific approval has been obtained. For the purpose of this policy, the expression "third party" refers to any person, group, association, or company other than those employed by the University or those acting as its agents.

Use of Wordmark and Insignia in publicity and advertising

Publicity and advertising using the McGill wordmark and insignia must be consistent with the reputation of the University as an institution having high academic and ethical standards. The content of such publicity or advertising must always be correct, factual, and clear regarding the role of the University in the project or program advertised or publicized. Content must be within the

generally accepted boundaries of good taste. The format of such publicity or advertising must not detract from the University's reputation through the use of suggestive or exploitative drawings or photographs, exaggerated headlines, or teasers or repetitive ads.

Particular care must be exercised when the McGill wordmark or insignia are used in connection with third party projects or programs. Unless specifically permitted by the University, no publicity may convey the impression that the University endorses, approves of, uses, or is involved with a service, activity, program, or product of a third party.

Unless specifically permitted by the University, trademarks owned by the University shall not be used in conjunction with trademarks or names of third parties, unless the role or involvement of the University is clearly described. Any use of University trademarks in conjunction with names or trademarks of third parties shall be pre-approved in writing by the Secretary-General.

Questions?

If you have questions about use of the McGill coat of arms, shield, or signature, please contact:

University Secretariat
James Administration Building
McGill University
845 Sherbrooke Street West
Montreal, Quebec H3A 2T5
Phone: (514) 398-3948
Fax: (514) 398-4758

