

Publicity Guidelines

The name McGill University is a registered trademark and its use, with or without the University insignia, by staff members, accredited and affiliated bodies, and off-campus commercial and non-commercial organizations is strictly regulated by existing University policy.

The use of the University name or insignia is the prerogative of the Board of Governors. The Secretary-General is responsible for the granting of permission for such use and for administering the University licensing program.

The objective of these guidelines is to ensure that parties who have received permission to use the University name or insignia do so in a manner that respects the reputation of the University in all forms of publicity.

1. Form

1.1 Any form of publicity using the University name or insignia must present a dignified appearance consistent with the reputation of the University as an academic institution.

1.2 Publicity in printed form should avoid typography, highlighting, and format that creates an undesirable and suggestive impression: accordingly, the use of excessive bordering, exaggerated headlining, teasers, repetitive ads in the same issue, and suggestive or exploitative drawings or photographs is discouraged.

2. Contents

The contents of the publicity should be factually based and descriptive of the reason why the University's name or insignia appears.

3. Representation Regarding Non-Academic Activities

No publicity is permitted that could directly or indirectly convey the message or impression that the University is engaged in a purely commercial, political, illegal, or immoral activity.

4. Third Parties

4.1 If the University name or insignia is used in conjunction with another institution or organization, the relationship between the University and that other party should be described and the full name of the other institution or organization should be given.

Unless specifically permitted by the University, no publicity should convey the representation or impression that the University endorses, approves of, uses, or is involved with a service, activity, or product of that other party (see article 3).

4.3 The University name or insignia should not be used in conjunction with commercial trade names or insignia.

4.4 Publicity referring to a service, activity or product of a third party should identify that third party: simple reference to an unidentified McGill-affiliated organization is unacceptable (see article 4.1).

4.5 Where the name of an individual is published as a public contact, the full name and title of that individual shall be included.

5. Follow-up to Publicity

Responses to publicity and follow-up should be treated in a manner compatible with the objectives and guidelines set out in the preceding sections.