

<b>POLICY NAME</b>	<b>POLICY ON THE USE OF MCGILL UNIVERSITY'S NAME, LOGO AND OTHER TRADEMARKS</b>
<b>Approving Body</b>	Executive Committee of the Board of Governors
<b>Initial Approval Date</b>	December 14, 2017
<b>Date of last review</b>	
<b>Date of next review</b>	
<b>Executive Sponsor</b>	Vice-Principal (Communications and External Relations)
<b>Related Documents</b>	McGill University visual identity standards and other procedural documents, including guidelines for use of secondary logos such as those of named academic units and online trademark use permission form; <i>Policy Relating to the Naming of University Assets</i> ; Memoranda of Agreement between McGill and student associations.

## **PART I – PURPOSE AND SCOPE**

### **SECTION 1: PREAMBLE AND SCOPE**

#### 1.1 Preamble

McGill University's name and the visual symbols and trademarks, associated with the University (including but not limited to the McGill logo and the McGill wordmark and shield) are well recognized around the world. They are a source of both pride and identification, which the University has protected by trademark registration. Correct and appropriate use of McGill's name and trademarks helps protect and strengthen McGill's global reputation for excellence in teaching, learning and research, and communicates the idea of the University as an institution rather than a collection of individual parts. Faculty members, students and staff share in the benefits associated with the University's name and therefore share responsibilities concerning their use. Improper use by the University, its faculty members, students, staff and agents may result in the loss of exclusivity in the use of the trademarks.

#### 1.2 Scope

1.2.1 This policy sets out the general principles, terms, conditions and procedures governing the use of McGill's name, logo and other trademarks. Use may be for institutional (academic or non-academic long-term or short-term) activities or initiatives that are in accordance with the University's goals and mission and this policy.

- 1.2.2 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.
- 1.2.3 McGill University in the conduct of its academic mission uses the name McGill University. The Royal Institution for the Advancement of Learning (RIAL) is the name of the entity which holds legal title to all moveable and immoveable property owned, transferred or bequeathed to McGill University. Its use is limited to formal legal and administrative institutional purposes which are determined by the appropriate University administrators.
- 1.2.4 More specific principles, terms, conditions and procedures are set out in other University guidelines and policies including but not limited to those referenced in this policy.

## **PART II –CONTENT**

### **SECTION 2: DEFINITIONS**

- 2.1 McGill's name: includes "McGill", "McGill University" and "Université McGill".
- 2.2 McGill's trademarks: are those words, logos, symbols, designs or pictures, or a combination of these, used to identify and distinguish the goods or services of the University from others and comprise registered and unregistered trademarks and official marks of the University, including but not limited to those referenced in this policy.
- 2.3 McGill logo: McGill's official registered visual mark, consisting of the "wordmark" McGill and the McGill shield (without motto).
- 2.4 McGill's wordmark: is the image of the word "McGill" printed in a custom designed font and colour. Other typefaces and colours may not be substituted.
- 2.5 McGill shield: is the distinctive heraldic representation of McGill University which includes three martlets.
- 2.6 McGill coat of arms: is McGill's shield with motto. The use of the coat of arms is restricted to limited University institutional purposes.
- 2.7 McGill seal: Official symbol to be used on official academic or business documents by the University's governing bodies.
- 2.8 University unit: any entity, be it academic or administrative, that is part of McGill University and not separately constituted. This includes, but is not restricted to: campuses, faculties, departments, schools, programs, academic centres and institutes, as well as operational units and facilities.
- 2.9 Secondary McGill logo: a logo, other than the McGill logo, that has been prior approved by the

University for use by a McGill unit to represent the unit itself, or program or initiative under its jurisdiction.

- 2.10 Third party: any person, group, association, licensed agent, or company other than those employed by the University or acting as its agents.

### **SECTION 3: PRINCIPLES REGARDING USE**

#### **3.1 Requirements for use**

All use of the University's name, logo and other trademarks, must:

- 3.1.1 Be undertaken on University officially sanctioned business or officially sponsored activities; Involvement by individual faculty members, staff, students or alumni is not necessarily a sufficient basis for indicating sponsorship or involvement by the University;
- 3.1.2 Comply with University policies and codes of conduct, as applicable;
- 3.1.3 Comply with and be supportive of the University's mission of research, teaching, and service to society, as applicable;
- 3.1.4 Preserve the University's reputation as a recognized international leader in academic pursuits, research and service to society;
- 3.1.5 Attain a fair financial return to the University for any commercial use of its name or trademarks, where applicable;
- 3.1.6 Comply with the University's visual identity standards, when visual symbols are used;
- 3.1.7 In the case of products bearing a McGill trademark, be produced according to all policies or regulations regarding licensing that are in effect at the time of use.
- 3.1.8 Be referred to Communications and External Relations where there is a question or doubt as to the appropriateness or correct use of McGill's name or trademarks under this Policy.

#### **3.2 Prohibitions**

The following uses of McGill's name, logo and other trademarks are prohibited:

- 3.2.1 Use inconsistent with the objectives or policies listed above;
- 3.2.2 Use by any third party not officially sanctioned by the University;
- 3.2.3 Use associated with activities or entities which bring the University's integrity, reputation or credibility into question, or which mislead or misrepresent the University's involvement;

- 3.2.4 Use for the personal gain or benefit of an individual or third party;
- 3.2.5 Use in oral or print or electronic medium if it implies commercial or political endorsement of a product, service, product or individual without prior written authorization from the appropriate authority of the University;
- 3.2.6 Use in connection with inherently dangerous products, illegal drugs, tobacco, gambling, sexually suggestive products or language or discriminatory language;
- 3.2.7 Any other use that does not adhere to the University's values, goals, mission and vision.

In addition:

- 3.2.8 McGill's logo may not be used in conjunction with the logos of any other institution or entity without prior written approval of both entities.
- 3.2.9 The modification of any McGill trademark, in whole or in part, is prohibited.

### 3.3 Visual identity standards

- 3.3.1 Communications and External Relations has the responsibility for creating, coordinating, implementing and updating the University's visual identity standards, which establish the form and manner for use of logos and other visual trademarks, typefaces, graphics and other materials used to support the University's visual identity;
- 3.3.2 Communications and External Relations will make these standards, along with associated electronic files and templates, available on the web, and will act as a resource for all units that make up the University on matters related to visual identity.
- 3.3.3 Communications and External Relations has sole authority to bring any changes to the University's visual identity standards from time to time, for example in reflection of standards outside of McGill and the development of new media.

## **SECTION 4: USE OF MCGILL'S NAME, LOGO AND OTHER TRADEMARKS BY UNIVERSITY UNITS**

- 4.1 McGill sponsored or supported activities, projects, initiatives or materials must always be correctly identified with the University's name and the appropriate McGill trademarks.

### 4.2 General provisions for use:

No approval is required for the use of McGill's name and trademarks by University academic and administrative units, faculty members and staff in the normal course of conducting University business, provided:

- 4.2.1 University policies are respected;

- 4.2.2 There are no changes to University trademarks; and
- 4.2.3 All use of symbols respects the University's visual identity standards.
- 4.3 Examples of normal usage: official University Web sites; official university brochures; reports, publications and similar materials; course materials used in University courses; unit or employee stationery, including letterhead and business cards.
- 4.4 The use of McGill trademarks is also required for communications tools for which specific visual identity standards may not exist or may be evolving, such as Web sites developed outside the McGill system, applications (apps) and other digital materials.
  - 4.4.1 All such uses shall be undertaken in consultation with Communications and External Relations, which will work to ensure that the integrity of McGill's visual identity is maintained and will approve and document any deviations from McGill's visual identity standards only if required for valid creative or marketing reasons.
- 4.5 McGill units wishing to identify themselves visually in the production of materials should use the McGill logo with the unit name displayed as set out in the University visual identity standards.
  - 4.5.1 No academic unit, other than one covered by the Policy Relating to the Naming of University Assets, may develop a secondary logo.
  - 4.5.2 The use of names and logos which have been approved pursuant to an agreement covered by the Policy Relating to the Naming of University Assets shall comply with the terms of the agreement. Logos developed pursuant to such an agreement must be authorized by Communications and External Relations.
  - 4.5.3 The development of a secondary logo by a non-academic unit must be undertaken and authorized by Communications and External Relations.
  - 4.5.4 While some University units may be authorized to use a secondary logo in addition to the McGill logo, under no circumstances may a unit use a secondary logo in place of the McGill logo.

## **SECTION 5: USE OF MCGILL'S NAME, LOGO AND OTHER TRADEMARKS BY INDIVIDUAL MEMBERS OF THE COMMUNITY**

Current individual faculty members, staff or students of McGill University and McGill alumni:

- 5.1 May indicate, through oral or written use of the University's name, that they are faculty, staff, students or alumni of McGill University.
- 5.2 May not use McGill's logo on stationery unrelated to employment at McGill, except in the case of business cards for graduate students (for which there are criteria and guidelines).

## **SECTION 6: USE OF MCGILL'S NAME, LOGO AND OTHER TRADEMARKS BY MCGILL STUDENT ASSOCIATIONS AND OTHER STUDENT CLUBS OR GROUPS**

### 6.1 Use of the McGill name as an element of identity:

Use of the McGill name in the name of an officially accredited student association or student groups or clubs affiliated with that association is provided for in the Memorandum of Agreement between the student association and the University and for which the Office of the Deputy Provost Student Life and Learning is responsible.

### 6.2 Use of the McGill logo or other trademark in association with an activity or initiative:

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

- 6.3 As a matter of principle, McGill student groups cannot use the McGill name or logo without clearly indicating that they represent a student group and not the University.

## **SECTION 7: USE OF MCGILL'S NAME, LOGO AND OTHER TRADEMARKS BY THIRD PARTIES:**

- 7.1 No permission is required to refer to McGill University by name in news or social media, providing the aforementioned principles and prohibitions are respected.
- 7.2 Requests from third parties to include reference, by way of name or trademarks, to McGill in any document, film, TV program, podcast or similar programming shall be referred to Communications and External Relations.
- 7.3 All other use of McGill's name and trademarks by third parties is prohibited, except where expressly authorized by an existing agreement (e.g. of affiliation, partnership or sponsorship) with the University or where prior written authorization has been obtained from Communications and External Relations.
- 7.3.1 If such use is intended to apply to goods or services, the third party must seek a license agreement with the University, which agreement shall be at the sole discretion of the University.
- 7.3.2 For the production of goods and services bearing McGill trademarks, all University units are required to respect all polices or regulations regarding licensing that are in effect at the time of use.
- 7.4 Unauthorized use of McGill trademarks is illegal and is subject to prosecution.

## **SECTION 8: CREATION OR MODIFICATION OF REGISTERED TRADEMARKS:**

- 8.1 No one may register or authorize the registration of any trademark in the name of McGill, or change to any existing registration, without the prior written permission of the University.

## **SECTION 9: GENERAL PROVISIONS**

- 9.1 McGill University has exclusive authority to regulate the use of the University's name, logo and other trademarks.
- 9.2 This Policy, in conjunction with the University's visual identity standards, replaces the Policy on the Use of the Wordmark and Insignia of McGill University.
- 9.3 Any contract, agreement, letter of intent, memorandum of understanding or memorandum of agreement entered into by the University shall abide by the terms of this policy.
- 9.4 Questions, issues and complaints regarding the application, implementation or alleged violation of this Policy, or any of its provisions, should be addressed to Communications and External Relations.
- 9.5 Documents referenced in this policy are available for use and consultation on the website devoted to the University's trademarks and visual identity.

## **PART III – AUTHORITY TO APPROVE PROCEDURES**

The development and review of graphic standards for the McGill logo and other elements of the University's visual identity will be the responsibility of Communications and External Relations, in consultation with members of the senior administration as appropriate.

## **PART IV – REVIEW**

The Policy shall be reviewed by the Board of Governors every five years after.