Draft Policy for Consultation

Visual Identity Policy

Feedback can be sent to Policy@Mun.ca

Authority

The President through the Executive Director of the Division of Marketing and Communications.

Purpose

To identify and unify the University’s visual identity through the regulated use of the University’s marks (as protected by the *Trade-marks Act*, section 9 (1) (n) (ii) (indicia and other approved visual identity symbols)); to mandate the use of the master brand architecture; and to guide the use of the university’s name or marks on any materials, products, marketing and communications.

Scope

Applicable to anyone who wishes to use the University’s mark(s).

Definitions

**Brand:** The sum of ideas, associations, meanings, visual cues, concepts and messages that represent and differentiate a particular product, service, person or organization. The brand is the set of values that represent a promise to a consumer. The brand goes beyond the product or service’s identity and image; it includes its tone and positioning relative to other similar brands.

**Visual Identity:** The name, term, design and/or symbol that differentiates one particular brand from another brand. A visual identity is often referred to as a trademark, logo or word mark (often used interchangeably) and is generally developed as a proprietary graphic symbol for differentiation.

**Brand standards:** The set of regulations that governs the manner in which all brand communications must be presented. The standards include the rules for usage and placement of the brand’s visual identity (logo and related elements), font and colour choices, and acceptable means and manners of developing and executing marketing communications materials that are representing the brand. The standards also outline the University’s brand architecture — how the various elements of the visual identity are to be used together or on their own — by various units of the institution.
**Official mark:** As protected in the *Trade-marks Act*, section 9(1) (n) (ii), to be any badge, crest, emblem or mark of the University.

**Marketing and communications materials:** Include informational, marketing and promotional collateral in any format: electronic, display, web, advertising, point of sale, presentation, print document, stationery, etc., with a University-wide or faculty-wide representation, or that is intended for any external audience, or is intended for a University-wide internal audience. Promotional items (e.g. clothing, jewelry and other items) intended for sale or distribution are also included, whether created within the University or by an outside vendor.

**University:** Memorial University of Newfoundland and Labrador

**Master brand architecture:** The Memorial University logo is the master brand and the approved unit extensions (i.e. the logo configured with a unit’s name) are the primary identifiers for all University units. They must be used prominently in all marketing communications materials as outlined in the [Brand Standards](#).

**Unit** — Academic or administrative unit as defined in the [University Calendar](#).

**Policy**

Use of the University's name, official marks, trade-marks and approved visual identity marks is regulated to ensure that the University is consistent in the use of its marks, creating a unified visual identity as part of its brand, to be easily recognizable and trusted by the University's diverse stakeholders.

1. **Approval of marks**
   The President has been authorized by the Board of Regents to grant approvals for the University's official visual identity marks and related matters. The President has delegated authority in this area to the Executive Director of the Division of Marketing and Communications (MarComm).

2. **Approved marks and brand standards**
   The University has approved a number of institutional marks (including logos for some of its subsidiary and affiliated units) and developed regulations to guide their authorized and appropriate use ([Brand Standards](#)).
a. Registered Official Marks -- The University logo, the ceremonial logo (coat of arms and name) and the official seal (and certain other University names, acronyms and marks are registered as official marks under section 9 (1) (n) (ii) the federal Trade-marks Act— for a list, see Procedure for Use of University Visual Identity Marks).

b. Other Marks -- Any other marks intended to represent the University or any unit, project or activity of the University must first be approved for use by the Executive Director, Marketing & Communications or delegate.

c. Standards -- In order to ensure the effective representation of the University brand to its diverse stakeholder groups, Marketing & Communications is responsible for developing, updating, implementing and communicating the Brand Standards for Memorial University.

3. Use of marks

The University’s Brand Standards outline the authorized and appropriate use of its name and marks.

a. The University logo, with contact information appropriate to the medium, must appear prominently on all marketing communications materials produced or purchased with University-administered funds and in accordance with guidelines in the Brand Standards.

b. The ceremonial logo (coat of arms and name) is reserved for approved ceremonial purposes. It may also be used on branded products approved by the University Bookstore only.

c. The University may permit use of its name and marks by individuals and other organizations for various purposes, including on promotional items intended to generate public profile for the institution. See Procedure for Use of University Visual Identity Marks [URL].

Related Documents

- Brand Standards
- Brand website
- Trade-marks Act
- Use of the University Seal Policy

Procedures

- Procedures for Use of University Visual Identity Marks (Consultation Draft Below)

Contact

Division of Marketing and Communications
Draft Procedure for Consultation

Procedures for Use of University Visual Identity Marks

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Registered Official University Marks – The University has registered its marks with Canadian Intellectual Property Office. See appendix for a list of marks.

Approved Marks -- Uses and considerations

Requests for Use -- Requests from external organizations or individuals for non-commercial use of Memorial University’s name and/or marks for any purpose should be directed to the Executive Director of the Division of Marketing & Communications (MarComm), who shall maintain a record of all approved uses. University units, students or employees who have questions about the use of the university’s marks may submit a Marketing/Web Services Request form.

Commercial Use – Requests from individuals, groups or commercial enterprises to use Memorial University's name and/or marks for commercial purposes should contact the University Bookstore for further information and approval. MarComm has delegated its authority for commercial use applications to the University Bookstore. All commercial uses must follow Brand Standards.

Use -- All uses of the University’s official marks shall be based on adherence to the Brand Standards, which is maintained by MarComm, in accordance with the Visual Identity Policy [URL]. Materials produced by University units using the University’s name, logo and/or related marks shall follow the guidelines as set out in the Brand Standards. In order to avoid costly revisions, units should consult with MarComm early in the development process if there are questions or if clarification is required.

Brand resources – MarComm has developed a range of brand resources, including easy-to-use templates that follow the Brand Standards including brochures, email signatures, certificates, letterhead, programs, reports, newsletters, posters, screen displays and presentations. University units are encouraged to use Brand Standards templates freely. Requests for additional templates should be directed to MarComm’s Marketing section using the Marketing/Web Services Request form.

Production -- University units requiring and/or producing such marketing communications materials, including but not limited to clothing and other promotional products, websites, pamphlets, fact sheets,
brochures, posters, infographics, email newsletters, e-vites, signage, exhibits, advertisements and videos, shall follow one of the options below:

- Units may create their own material in alignment with the University’s [Brand Standards templates](#) and branding initiatives; or
- Units may submit their request to MarComm to develop the material; please use the [Marketing/Web Services Request form](#); or
- Units may arrange for the development of the material by an external service provider recommended by MarComm. The service provider must be selected from a list of approved vendors who have been briefed on the university’s brand requirements; this vendor list is maintained by MarComm and is available upon request. Periodically, such work may be reviewed by MarComm to ensure alignment with brand standards requirements and branding initiatives.
- All university units wishing to develop or purchase Memorial University branded clothing (except employee uniforms) and promotional products should contact the [University Bookstore](#).

**Stationery** -- All University stationery products, including letterhead, business cards and envelopes, shall be selected from one of the many formats available through the University’s [Print and Mail Services](#). These formats have been designed to support diverse operational needs while maintaining adhering to the university’s Brand Standards.

**Digital** -- In an effort to achieve a cohesive and easy-to-navigate online presence, MarComm is responsible for establishing brand consistency and ensuring accurate representation of the brand across the University’s websites and social media platforms; specifically, all websites within the domain [www.mun.ca](http://www.mun.ca) and all official Memorial University social media channels. For more information, contact [Web Content Services](#).

**Other Marks**

**Requests** – Requests to develop or use other marks to represent university units, programs or activities should be directed to MarComm via the [Marketing Services Request Form](#). The rationale for the request should be clearly outlined, including explanation of the grounds for creation/use of a new mark, explanation of why the university’s approved marks are not appropriate, and the benefits to the unit and the University of adopting the proposed mark. Once approved, a mark is subject to the university’s visual identity policy and procedures.

**Conformance** -- MarComm may conduct communications audits of marketing communications materials produced for University units to ensure alignment with [Brand Standards](#). Examples include but are not limited to marketing campaigns, advertising, posters, clothing, videos, billboards, merchandise, brochures, displays, magazines, websites, social media and e-newsletters.
Deviations – Where the Brand Standards do not address the reasonable requirements of a University unit for strategic, creative, marketing or other reasons, MarComm may allow a deviation or make unique provisions. Requests to deviate from the Brand Standards should be directed to the Executive Director, MarComm. Units that wish to deviate from the Brand Standards must contact MarComm early in their project to ensure timelines are met and that the integrity of the University’s visual identity is maintained. If there is a disagreement on approach between the head of MarComm and the head of the unit, the matter will be referred to the Vice-President (Advancement and External Relations) for resolution.

Policies using this Procedure

- Visual Identity