



**Name:** Brand Policy  
**Policy Number:** 11-1004  
**Approving Authority:** Executive Management Group  
**Approved:** April 1, 2021  
**Responsible Office:** Office of Advancement  
**Responsibility:** Associate Vice-President, External Affairs  
**Revision Date(s):** Not applicable  
**Next Required Review:** April 1, 2024

## **1 Preamble:**

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1.1 Saint Mary's University is committed to advancing its reputation as a leading Canadian university through establishing and communicating a strong and recognizable brand identity. This brand identity will connect faculties, departments, centres and institutes to contribute to Saint Mary's excellence. Clear and consistent use of the brand identity in all Saint Mary's branded material enables the university to maintain, build, and reinforce its strong brand recognition and reputation as a leading teaching, research and learning institution. It also prevents third parties from trading improperly upon the reputation or infringing upon the university's marks.

Correct and consistent use of the Saint Mary's University brand will:

- Create strong brand recognition and promote a distinctive identity among both internal and external audiences, including prospective and current students, staff, faculty and researchers, government and other partners, donors and alumni;
- Support and enhance awareness of the university's faculties, units, departments and the many contributions of the university community.

## **2 Purpose**

2.1 The purpose of this policy is to:

2.1.1 Provide a framework for the regulation of the quality and uniformity of the university's image in both internal and external representations;

2.1.2 Help the university prevent other parties from trading improperly on its reputation or infringing upon the university's wordmarks, trademarks and copyrights;

2.1.3 Protect and enhance the university's reputation by establishing and promoting correct and consistent use of the university brand, as set out in the Saint Mary's University Brand Standards.

2.1.4 Identify roles and responsibilities in the university community concerning the university's brand and reputation, as well as oversight and procedures; and

2.1.5 Help university community members and the public recognize and identify with the university as well as its programs, services and initiatives.

The policy will be reviewed every three years.

### **3 Jurisdiction/Scope:**

3.1 This policy applies to internal and external representations, whether printed, electronic or digital, which make use of Saint Mary's University's brand identity.

For the purposes of this policy, the university's brand identity consists of all branding elements used by the university to differentiate itself from other institutions, reflect its values as a university, and create, support and maintain recognition of its image. The university's brand identity includes, but is not limited to, the following branding elements and all their variants, as outlined in the Brand Standards:

- the Saint Mary's University name;
- the Saint Mary's University logo, the graphic expression of the McNally Building and the Saint Mary's University logotype in the unique Saint Mary's University font;
- the Saint Mary's University Alumni graphic treatment;
- the Huskies logo trademark;
- the Sobey School of Business name and trademark;
- any slogans, taglines or signatures that may be created by, or for, the university from time to time to support advertising, promotional or fundraising campaigns and activities
- other supporting graphic elements, such as the university's official colours, official fonts, "wave" derived from the logo and digital applications, among others;
- any mark or trademark adopted by the university under the Trademarks Act; and
- the university seal.

3.2 All members of the university's administrative and academic staff must adhere to this policy, including but not limited to:

- faculty (full and part-time)
- staff (full, part-time, casual, contract)
- students
- Faculties, departments, centres and institutes

3.3 This policy also applies to third-parties (e.g. external partners, vendors) granted permission to make use of the university's logo and related brand materials by the approving authority,

## **4 Definitions**

4.1 Capitalized terms used in this policy are defined in the headings or have the following meanings:

- "Brand Platform" (also Brand Storybook) is defined as the entire platform with which the brand is defined and decisions are made regarding how the brand will be represented in the university's strategic planning, marketing, communications, service delivery, and the experience of students, alumni, employees, supporters and stakeholders.
- "Brand Standards" outlines the rules and templates for consistently expressing the brand across all touchpoints and ensuring accessibility compliance. It also encompasses the brand name, logo, typography, photography, graphics, colour palettes, addresses of web pages (URLs), hashtags, symbols, spokespeople, taglines, co-brands, sub-brands, partnerships, characters, endorsements, retail applications, partners, tone of voice, verbal style, language, key messaging or narrative and content.

## **5 Policy**

### **5.1 Governing Principles**

- A centrally-managed university brand platform minimizes the risk of misuse of the university's visual assets and reduces the inefficiencies and related costs associated with the proliferation and maintenance of multiple identity systems.
- The university Brand Platform is the official source of information regarding the correct use of the university's marks, colours, fonts and design styles.
- When using the university logo and any other brand marks, all staff and students must adhere to the Saint Mary's University Brand Standards to communicate a consistent, standard university identity.

### **5.2 Roles and Responsibilities**

#### **5.2.1 External Affairs department**

- The Saint Mary's University Brand Platform and Standards are the responsibility of the Office of Advancement. They are overseen, updated and managed by the External Affairs department.
- The Associate Vice-President, External Affairs is responsible for implementing and monitoring compliance with this policy.
- Under the direction of the Associate Vice-President; External Affairs:
  - a) is responsible for alignment of the brand with the university's strategic direction and values and overseeing use of the university's branding elements and brand identity;
  - b) is the university's sole design and use-granting authority for the university's branding elements and brand identity;
  - c) is responsible for establishing, updating and publishing the Brand Standards governing the use of branding elements that constitute the university's brand identity;
  - d) in consultation with the Senior Director Legal Services, is responsible for reviewing and approving requests that the university apply to the Canadian Intellectual Property Office for registration or renewal of registration of a mark or trademark under the Trademarks Act;
  - e) is the university community's primary resource for advice and guidance on all questions relating to the university's brand identity, including assessing and approving, if appropriate, use of the university logo and brand materials at variance with Brand Standards;
  - f) approves the use of the university logo and brand materials by third parties;
  - g) recommends any changes to the university brand to the Vice-President Advancement; and
  - h) acts to rectify breaches of policy or address disputes.
- Any alternate usage or treatment of the brand elements described in Section 3 requires the prior written consent of the Associate Vice-President, External Affairs. Usage or treatments could include any printed or digital material (without limitation):
  - a) Printed brochures, pamphlets, books, flyers, posters, certificates, awards and promotional material;
  - b) Digital or electronic material on websites; in emails; on social media, television or computer screens; in presentations, videos or photographs; or in any other digital or electronic form;
  - c) Signage, including building identification, directional and wayfinding signs, temporary signage and university-owned advertising structures such as gateways and other mounted or free-standing signage units;

- d) Third-party material, including but not limited to:
  - i. marketing or communications material used at or in relation to events sponsored by the university;
  - ii. material produced by a third party on behalf of the university;
  - iii. material displayed on advertising units owned or managed by third parties, either on- or off-campus;
- e) Official print or digital stationery, including business cards, letterhead, envelopes, folders and invitations; and
- f) Merchandise and products, including those produced under license from the University or in the context of the university's business partnerships.

### 5.2.3 Academic and Administrative Units

- All members of the university community share responsibility in ensuring that the identification of their programs, services and activities conform to this policy. All communication, design and presentation must be consistent with the Brand Identity Policy.
- The academic and administrative units shall:
  - a) identify themselves as units of the university in all printed or digital materials, in a manner that is consistent with the Brand Standards;
  - b) order their printed stationery, digital stationery and administrative forms from the university's designated supplier(s), as determined from time to time by External Affairs

### 5.2.4 Communications/Marketing Positions

- Positions dedicated to communications and marketing are primary users of the Brand Standards. The work carried out by these positions will be subject to periodic review by External Affairs to ensure brand adherence and consistency. In carrying out their duties and responsibilities, these positions will:
  - a) uphold and promote the Brand Standards within their respective units
  - b) ensure Brand adherence when liaising with marketing and advertising firms
  - c) apply Brand Standards when creating or ordering communications and advertising materials
  - d) consult with External Affairs for guidance as needed.

### 5.3 Use of the Saint Mary's University Name and Logo

5.3.1 Brand guidelines for university logos must be followed at all times. Any questions related to usage should be directed to the External Affairs department.

5.3.2 "Saint Mary's University", "Sobey School of Business" and "SMU Huskies" are registered trademarks and the exclusive intellectual property of the university. All visual identity assets included in the university's Brand Platform are the exclusive intellectual property of the university. No member of the university community may authorize the third party use of any university intellectual property without the authorization of the approving authority.

5.3.3 Use of any element of the Saint Mary's University Brand Platform must be used as prescribed by this policy, and any use that could, directly or indirectly, convey the message or impression that the University is engaged in a purely commercial, political, illegal or immoral activity, is prohibited, as determined by the External Affairs department.

5.3.4 Any use of the university's name, logo and/or related insignia (including university letterhead or business cards) shall be for university business only.

5.3.5 Logos that are not in compliance with the university's Brand Standards and Guidelines are prohibited.

### 5.4 Other Logos/Exceptions

- Faculty, staff or students may not create or use unapproved logos to represent themselves or a university event, subgroup or initiative.
- Any club, group, organization or association wishing to use the university's name, logo and/or insignia must apply to the Associate Vice-President, External Affairs for such permission on the form available on the university branding website.
- Independent academic and administrative logos are prohibited.

Exceptions might be made if:

a) Established entities that have proven awareness or recognition built into their existing visual identity system apply to External Affairs for permission to use materials that may otherwise be inconsistent with this policy. Permission is in the discretion of the Office of Advancement and is subject to the approval of the approving authority.

b) In exceptional circumstances, new university visual identifiers may be produced with the approval of, and in consultation with, External Affairs.

### 5.5 University Seal

- The Registrar's Office has authority for administering the use of the university's Academic Seal.

## **6 Related Policies, Procedures & Documents**

6.1 The following related policies, procedures and documents are relevant to this Policy and should be consulted:

- [Saint Mary's University Brand Standards](#)
- [Saint Mary's University Style Guide](#)
- [Web Policy and Procedures](#)
- [Social Media Policy](#)
- [Campus Aesthetics](#)