	<b>THE UNIVERSITY OF WINNIPEG</b>	<b>POLICY: Brand Identity Policy</b> <b>PROCEDURES:</b> <b>APPENDIX:</b>
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## **BRAND IDENTITY POLICY**

**AUTHORITY:** The Board of Regents

**RESPONSIBILITY:** The President

**Effective Date:** February 1, 2016

**Purpose:** The purpose of this policy is to standardize and regulate use of The University of Winnipeg’s Visual Brand Elements, including but not limited to its crest and logo, thereby protecting the University’s professional image and the integrity of its established brand.

**Scope:** Unless specifically exempted, this policy applies to all Constituents of The University of Winnipeg. It does not apply to Autonomous Groups affiliated with the University.

**Responsibility:** The President, on behalf of The Board of Regents of the University, is responsible for the development, administration and review of this policy. The Executive Director of Marketing and Communications is responsible for the day-to-day interpretation and implementation of this Policy.

### **Definitions:**

**“Autonomous Groups”** means: groups or organizations that function independently or semi-independently of The University of Winnipeg, including The University of Winnipeg Foundation, The University of Winnipeg Community Renewal Corporation, student groups, campus tenants, and campus chapters of independent organizations.

**“Constituents”** means: academic and administrative units of The University of Winnipeg, including, but not limited to, faculties, departments, colleges, centres, and institutes.


**“Crest”** means: The coat of arms (shield) emblem.

**“Logo”** means: The coat of arms with the wordmark “The University of Winnipeg”.

**Approved:** November 3, 2003, Board of Regents

**Revised:** November 2015

**Cross Reference:** The University of Winnipeg Brand Standards

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**“Sub-logo”** means: The logo with a wordmark of a University constituent.

**“Visual Brand Elements”** means: All graphic design components, including but not limited to the crest, logo, sub-logos, colours, typefaces, images, and other graphic treatments that comprise the appearance of marketing and communications materials.

## **Principles**

### **Brand Equity**

The University of Winnipeg’s brand supersedes those of its Constituents.

The University’s brand equity shall be leveraged to support promotion of the University’s activities, as well as those of its Constituents.

### **Registered Marks**

The registered name of the University is The University of Winnipeg.

The University’s crest and its logo are registered marks of the University and are for the exclusive use of its activities and programs.

The logos of the Wesmen athletics programs are also registered marks and are for the exclusive use of those programs.

### **University Logo Usage**

The University logo or an approved sub-logo shall be used to identify all Constituents of The University of Winnipeg unless otherwise stated or specifically exempted.

### **Visual Brand Elements**

Brand standards, which detail the correct and appropriate use of the University crest, logo, sub-logos, and other graphic elements to maintain the design integrity of these items and their related uses — including, but not limited to, print materials, advertising, web pages, social media, video, digital imagery, promotional items, and signage — must be adhered to by the Constituent group.


### **Third-Party Usage**

Use of The University logo, crest, or sub-logo by any party other than a University Constituent may be authorized only by the prior approval of the Executive Director of Marketing and Communications. Examples of third-party logo usage include, but are not limited to, expression of partnership, affiliation, testimony, or implied support. All other uses are unauthorized and prohibited.

**Approved:** November 3, 2003, Board of Regents

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### **Other Logos**

Constituents may not create or use unapproved logos to represent themselves or a University event, sub-group, or initiative. The use of an identifying emblem other than the University crest, logo, or appropriate sub-logo shall require prior approval of the President, after consultation with the Executive Director of Marketing and Communications.

The University of Winnipeg Foundation and The University of Winnipeg Community Renewal Corporation may use their existing logos (and visual brand elements) or their designated University sub-logos, at their discretion and/or in consultation with the Executive Director of Marketing and Communications.

### **Merchandising**

All rights in the use of the University name, crest and logo are reserved to Constituents of the University in the conduct of official business.

Merchandise imprinted with the name, crest, or logo may be sold only by constituents of the University, except where authorized by prior approval from the Executive Director of Marketing and Communications, unless otherwise stated or specifically exempted.

### **Review:**

This policy shall be reviewed at least once every five years.

**Approved:** November 3, 2003, Board of Regents

**Revised:** November 2015

**Cross Reference:** The University of Winnipeg Brand Standards