

- 10202 The possible types of use covered include but are not limited to publications, posters and other printed materials, advertising and website, email and other electronic or digital media as well as clothing, stationery and novelty items
- 10203 (cGis) niversit* in the conduct of its academic mission uses the name (cGis) niversit* The & o* a* nst tuton for the . dvancement of <earnin+ %&7. <' is the name of the entt* /hich holds e+a\$ tt\$e to a\$\$ moveable and immoveable #ro#ert* o/ned, transferred or be=ueathed to (cGis) niversit*0 ts use is \$imited to forma\$ e+a\$ and administrative insttutona\$ #ur#oses /hich are determined b* the a##ro#riate) niversit* administrators
- 10204 (ore s#eci#c #rinci#ses, terms, conditions and #rocedures are set out in other) niversit* +uide\$ines and #o\$icies includin+ but not \$imited to those referenced in this #o\$ic*0

PART II . CONTENT

SECTION 10 DEFINITIONS

- 201 (cGis's name) includes >(cGis?, >(cGis) niversit*? and >) niversit@ (cGis?0
- 202 (cGis's trademark, s) are those /ords, \$o+os, s*mbos, desi+ns or #ictures, or a combina tion of these, used to identf* and distn+uish the +oods or services of the) niversit* from others and com#rise re+istered and unre+istered trademark, s and oAcia\$ mar, s of the) niversit*, includin+ but not \$imited to those referenced in this #o\$ic*0
- 203 (cGis \$o+o) (cGis's oAcia\$ re+istered visual mar, , consistn+ of the >/ordmar, ? (cGis and the (cGis shied %/ithout mo to'0
- 204 (cGis's /ordmar,) is the ima+e of the /ord >(cGis? #rinted in a custom desi+ned font and colour) Bther t*#efaces and colours ma* not be subst tuted0
- 20C (cGis shied) is the distnct ve heraldic re#resenta tion of (cGis) niversit* /hich includes three mart\$ets0
- 20D (cGis coat of arms) is (cGis's shied /ith mo to0 The use of the coat of arms is restricted to \$imited) niversit* insttutona\$ #ur#oses0
- 207 (cGis sea) BAcia\$ s*mbos to be used on oAcia\$ academic or business documents b* the) niversit*'s +overnin+ bodies0
- 20E) niversit* unit) an* entt*, be it academic or administrative, that is #art of (cGis) niversit* and not se#arate\$* const tuted0 This includes, but is not restricted to) cam#uses, facu\$tes, de#artments, schools, #ro+rams, sam#aersit* at is #it@0+!0#aci*#r#tu tont* uines Bts,ri t @uies0

) niversit* for use b* a (cGi\$\$ unit to re#resent the unit itsef, or #ro+ram or ini t a t ve under its
Jurisdiction

2010 3hird #art*9 an* #erson, +rou#, associat on, \$icensed a+ent, or com#an* other than those
em#o*ed b* the) niversit* or act n+ as its a+ents

- ; 0204) use for the #ersona\$ +ain or bene4t of an individua\$ or third #art*-
- ; 020C) use in ora\$ or #rint or e\$ectronic medium if it im#\$ies commercia\$ or #o\$itca\$ endorsement of a #roduct, service, #roduct or individua\$ /ithout #rior /ri ten authori2at on from the a##ro#riate authorit* of the) niversit*-
- ; 020D) use in connect on /ith inherent\$* dan+erous #roducts, i\$\$e+a\$ dru+s, tobacco, +amb\$in+, sexua\$\$* su++est ve #roducts or \$an+ua+e or discriminator* \$an+ua+e-
- ; 0207 . n* other use that does not adhere to the) niversit*'s va\$ues, +oa\$, mission and vision0

In addit on9

- ; 020E (cGi\$\$s \$o+o ma* not be used in conjunct on /ith the \$o+os of an* other inst tut on or ent t* /ithout #rior /ri ten a##rova\$ of both ent tes0
- ; 020F The modi4cat on of an* (cGi\$\$ trademar , , in /ho\$e or in #art, is #rohibited0
- ; 0; visua\$ ident t t* standards

- ; 0; 01 Communicat ons and Externa\$ &e\$at ons has the res#onsibilit* for creat n+, coordinat n+, im#\$ement n+ and u#dat n+ the) niversit*'s visua\$ ident t t* standards, /hich estab\$ish the form and manner for use of \$o+os and other visua\$ trademar , s, t*#efaces, +ra#hics and other materia\$ used to su##ort the) niversit*'s visua\$ ident t t*-
- ; 0; 02 Communicat ons and Externa\$ &e\$at ons /i\$\$ ma, e these standards, a\$on+ /ith associated isie theove) niversit*'s amner0asx t n; d0

- 40202 There are no changes to) niversit* trademar, s- and
- 4020; . \$\$ use of s*mbos res#ects the) niversit*'s visua\$ iden t t* standards
- 40; Exam#ses of norma\$ usa+e9 oAcia\$) niversit* : eb sites- oAcia\$ universit* brochures- re#orts, #ub\$ications and simi\$ar materia\$s- course materia\$s used in) niversit* courses- unit or em#o*ee statoner*, inc\$udin+ \$et erhead and business cards
- 404 The use of (cGi\$\$ trademar, s is a\$so re=ui red for communicat ions too\$ for /hich s#eci4c visua\$ iden t t* standards ma* not exist or ma* be evo\$vin+, such as : eb sites deve\$o#ed outside the (cGi\$\$ s*stem, a##\$ications %a##s' and other di+ita\$ materia\$s
- 40401 . \$\$ such uses sha\$\$ be underta, en in consu\$tat on /ith Communicat ions and Externa\$ &e\$at ions, /hich /i\$\$ /or, to ensure that the inte+rit* of (cGi\$\$'s visua\$ iden t t* is maintained and /i\$\$ a##rove and document an* deviat ions from (cGi\$\$'s visua\$ iden t t* standards on\$* if re=ui red for va\$id creat ve or mar, et n+ reasons
- 40C (cGi\$\$ units /ishin+ to ident f* themse\$ves visua\$\$* in the #roduct ion of materia\$s shou\$d use the (cGi\$\$ \$o+o /ith the unit name dis#\$a*ed as set out in the) niversit* visua\$ iden t t* standards
- 40C01 I o academic unit, other than one covered b* the "o\$ic* &e\$at n+ to the I amin+ of) niversit* . ssets, ma* deve\$o# a secondar* \$o+o
- 40C02 The use of names and \$o+os /hich have been a##roved #ursuant to an a+reement covered b* the "o\$ic* &e\$at n+ to the I amin+ of) niversit* . ssets sha\$\$ com#\$\$* /ith the terms of the a+reement
- 40C0; The deve\$o#ment of a secondar* \$o+o b* a non!academic unit must be underta, en and authori2ed b* Communicat ions and Externa\$ &e\$at ions
- 40C04 : hi\$e some) niversit* units ma* be authori2ed to use a secondar* \$o+o in addit ion to the (cGi\$\$ \$o+o, under no circumstances ma* a unit use a secondar* \$o+o in #\$ace of the (cGi\$\$ \$o+o

SECTION 40 USE OF MARKS AND TRADE NAMES

SECTION 50 USE OF M+GILL'S NAME, LOGO AND OTHER TRADEMARKS BY M+GILL STUDENT ASSOCIATIONS AND OTHER STUDENT CLUBS OR GROUPS

D01 Use of the (cGi\$\$ name as an element of ident t t*9

) se of the (cGi\$\$ name in the name of an oAcia\$\$* accredited student associat on or student +rou#s or c\$ubs aA\$iated /ith that associat on is #rovided for in the (emorandum of . +reement bet/een the student associat on and the) niversit* and for /hich the BAce of the De#ut* " rovest 8tudent <ife and <earnin+ is res#onsib\$e0

D02 Use of the (cGi\$\$ \$o+o or other trademar, in associat on /ith an activit* or initatve9

(cGi\$\$ student +rou#s or c\$ubs /ishin+ to use the (cGi\$\$ \$o+o or other trademar, in associat on /ith an activit*, #roduct or other initatve must submit an a##\$icat on for #ermission to Communicat ons and Externa\$ &e\$at ons0

D0; . s a matter of #rinci#e, (cGi\$\$ student +rou#s cannot use the (cGi\$\$ name or \$o+o /ithout c\$ear\$* indicat n+ that the* re#resent a student +rou# and not the) niversit*0

SECTION 60 USE OF M+GILL'S NAME, LOGO AND OTHER TRADEMARKS BY THIRD PARTIES0

701 I o #ermission is re=ui red to refer to (cGi\$\$) niversit* b* name in ne/s or socia\$ media, #rovidin+ the aforemen toned #rinci#\$es and #rohibi t ons are res#ected0

702 &e=uests from third #art es to inc\$ude reference, b* /a* of name or trademar, s, to (cGi\$\$ in an* document, 4\$m, 3 #ro+ram, #odcast or simi\$ar #ro+rammin+ sha\$\$ be referred to Communicat ons and Externa\$ &e\$at ons0

70; . \$\$ other use of (cGi\$\$s name and trademar, s b* third #art es is #rohibited, exce#t /here ex#ress\$* authori2ed b* an exist n+ a+reement %e0+0 of aA\$iat on, #artnershi# or s#onsorshi# /ith the) niversit* or /here #rior /rit en authori2at on has been obtained from Communicat ons and Externa\$ &e\$at ons0

70; 01 If such use is intended to a##\$* to +oods or services, the third #art* must see, a \$icence a+reement /ith the) niversit*, /hich a+reement sha\$\$ be at the so\$e discre ton of the) niversit*0

70; 02 5or the #roduct on of +oods and services bearin+ (cGi\$\$ trademar, s, a\$\$) niversit* units are re=ui red to res#ect a\$ #o\$ices or re+usat ons re+ardin+ \$icensin+ that are in e\$ect at the t me of use0

704 stBrdhe !0bearin+ (se r or #C r i p t e #o!xterno+versit*07!Cvisiv

E01 I o one ma* re+ister or authori2e the re+istrat on of an* trademar, in the name of (cGi\$\$, or chan+e to an* existn+ re+istrat on, /ithout the #rior /rit en #ermission of the) niversit*0

SECTION 80 GENERAL PROVISIONS

F01 (cGi\$\$) niversit* has exc\$usive authorit* to re+u\$ate the use of the) niversit*'s name, \$o+o and other trademar, s0

F02 3his "o\$ic*, in confunct on /ith the) niversit*'s visua\$ ident t t* standards, re#\$aces the "o\$ic* on the) se of the : ordmar, and 7nsi+nia of (cGi\$\$) niversit*0

F0; . n* contract, a+reement, \$e ter of intent, memorandum of understandin+ or memorandum of a+reement entered into b* the) niversit* sha\$\$ abide b* the terms of this #o\$ic*0

F04 Juest ons, issues and com#saints re+ardin+ the a##\$ic at on, im#\$ementat on or a\$\$e+ed vio\$at on of this "o\$ic*, or an* of its #rovisions, shou\$d be addressed to Communicat ons and Externa\$ &e\$at ons0

F0C Documents referenced in this #o\$ic* are avai\$ab\$e for use and consu\$tat on on the /ebsite devoted to the) niversit*'s trademar, s and visua\$ ident t t*0

PART III . AUTHORITY TO APPROVE PROCEDURES

3he deve\$o#ment and revie/ of +ra#hic standards for the (cGi\$\$ \$o+o and other e\$ements of the) niversit*'s visua\$ ident t t* /i\$\$ be the res#onsibilit* of Communicat ons and Externa\$ &e\$at ons, in consu\$tat on /ith members of the senior administrat on as a##ro#riate0

PART IV . REVIEW

3he "o\$ic* sha\$\$ be revie/ed b* the Board of Governors ever* 4ve *ears aKe0