Institutional Brand Identity Policy

Category: Advancement
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Responsibility: Vice-President, Advancement

Approval: Board of Trustees
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Background

Brock University is represented or 'branded' by distinct symbols and related elements. At the institutional level, this includes versions of the Brock 'fingerprint' wordmark, Sir Isaac Brock cameo, corporate seal/crest, "Both Sides of the Brain" tagline and official colours, which are red, gray and black.

Endorsed Brock brands possess unique identifiers due to naming rights or community profile and resulting brand equity:

- Marilyn I. Walker School of Fine and Performing Arts
- Rodman Hall Arts Centre
- Cool Climate Oenology and Viticulture Institute (CCOVI)
- Brock Badgers

Approved by the Board of Trustees, these brand identity elements, used alone or in combination, serve to evoke immediate public association with Brock University.

The identifiers are the property of Brock University and as such have been copyrighted and trademarked. Canada's Copyright Act defines the conventions of utilizing copyrighted materials.

The consistent and proper use of the University's registered marks is essential to the institution's image, internally and externally.

The improper use of a Brock symbol by anyone, including third parties, may at the very least lead to confusion and misunderstanding. In more extreme cases, the improper use may seriously undermine public trust and confidence and impugn the integrity of the institution.

Purpose

This policy ensures consistency in the application of brand symbols and ensures the legal protection afforded to these elements is not diluted or damaged by irregular or inappropriate use.

Scope

This policy applies to all faculties, departments, staff, students, contractors, external partners, boards, agencies, associations, suppliers and agents working for or representing Brock University.

It also applies to all third parties whether they have a direct association with Brock University or not.

Application of brand identity

The Brock 'fingerprint' wordmark is the predominant visual identifier and serves as the institution's master brand. The cameo of Sir Isaac Brock also exists at the institutional level and is reserved for official and ceremonious occasions. The corporate seal is used for legal matters and official University business.

The Brock brand image must be preserved and protected as it applies to:

- Advertising and print materials (letterhead, envelopes, business cards, memos, fax cover sheets, PowerPoint presentations, reports and various advertising material in print, broadcast, electronic and other media).
- Web and e-mail applications
- Signage (outdoor, indoor, directional)
- Vehicle identification
- Promotional material (merchandise)
- Events

Further marketing communications and brand standards are found in the Brand Standards Manual. These comprehensive standards will be followed as the detailed implementation of this over-riding policy.

University Marketing and Communications should be consulted for advice in applying a registered mark. A suitable treatment should be determined before any design or production takes place.

Use of the Brock Badgers athletics logo and logotype are authorized by the Athletics Director.

Creation of new Brock logos or identifiers

Brock's brand architecture establishes Brock as "a branded house" not "a house of brands". It is most efficient and effective for an educational institution to position itself by promoting the master brand.

As part of Brock's new brand architecture, identifiers have been established at the faculty and departmental level, using the institutional wordmark (master brand) combined with each faculty and department name. These are known as sub-brand identifiers, which provide primary profile to the master brand. All modifications to and substitutions of the Brock master brand, sub-brands and related brand architecture are strictly prohibited.

This means Brock's brand identity elements shall not be altered in any way and shall not be combined with other elements, visual or textual, so as to create a new symbol or image. Only identifiers as part of Brock's brand architecture are approved for use.

When faculties, departments or programs create customized visual or graphical identifiers beyond the brand architecture, the result is dilution and deterioration of the institutional brand identity. This leads to public confusion, decreased stakeholder confidence and ineffective market positioning.

Procedures ensure that the creation of new identifiers:

- is implemented in a consistent manner with an approval process
- does not conflict with appropriate use of the existing identifiers that comprise the Brock University brand identity
- does not dilute the use of the existing identifiers, symbols and trademarks.

All requests for new program, project, facility or institutional identifiers, including those depicting partnerships or joint ventures with external groups, require a business case. Only once the business case is approved will a new identifier be created that may be used, as appropriate, in advertising and other Brock applications.
A business case form is available through the Office of University Marketing and Communications.

Taglines

Similar to customized logos or identifiers, taglines can dilute or compromise Brock's brand. The institutional tagline, "Both Sides of the Brain" is the only one that is officially sanctioned since it contributes to the University's market positioning and competitive differentiation. It clearly indicates that Brock is a University that develops both sides of the brain, creating well-rounded individuals. This is tied to the master brand's fingerprint about individuality and personal development.

In order to protect Brock's brand identity and market positioning, all requests for new program, project or conference taglines are to be submitted to University Marketing and Communications. No taglines are authorized without approval.

Merchandise

Promotional items help to communicate the loyalty and pride felt by members of the Brock community. It is important that these products reflect the Brock brand. No matter what merchandise is selected, it must represent the Brock name in quality.

Use of the Brock name and marks must follow Brock's Brand Standards and will only be approved if it is consistent with the brand and quality associated with the University.

If a specialized item needs to be developed, please work with University Marketing and Communications.

In view of the important revenue generation contribution made to the University by the Brock Campus Store through branded merchandise sales, there is flexibility in

developing new merchandise. All new merchandise that uses the new Brock brand identity must comply the guidelines in the Brand Standards Manual. Any merchandise concepts that deviate from the brand standards will be reviewed and approved in consultation with the Office of University Marketing and Communications.

Third parties

Use of the Brock wordmark (master brand), and any other brand identity elements, indicate University involvement, approval or endorsement and, therefore, must always be used in an appropriate manner.

Institutional brand symbols are the property of Brock University, and unless permission is obtained from University Marketing and Communications, use of these elements is prohibited. The artwork, symbols and typographical content of Brock's brand identity elements constitute valuable property rights of the University. Any unapproved duplication, by any means, in whole or in part is an infringement of the copyright, trademark and/or design rights of Brock University, and is strictly prohibited by law.

Brock brand identity elements may not be used in any manner that brings the integrity or reputation of the University, or its faculty or staff, into disrepute. Any such use is expressly forbidden and shall result in immediate revocation of any permission granted in this policy.

In order to provide consistency in the application of this policy, the Associate Director of Marketing, University Marketing and Communications, has been delegated the authority for consideration and approval of requests for third party use of Brock brand identity elements.

Where permission has been obtained, the user shall be provided with and shall follow brand standards, which outline appropriate use.

Failure to adhere to this policy will result in a notification from University Marketing and Communications. If remedial action cannot be achieved in a timely manner, further notification will be provided with a copy to the University's legal counsel. Subsequent failure to comply may result in action from said legal firm.

Guiding principles

The Brock University brand is the sum of all experiences, contacts and impressions of the public. Our brand presents our positioning statement: that Brock University is the research and teaching university in Canada for motivated scholars who share a bold, independent spirit and who actively chose a dynamic culture that breaks the boundaries of academic convention.

Brock's visual identity and brand standards signify:

1. We are one educational entity and we want the public to know at all times who we are, what research we do, what programs we offer and what benefits students and stakeholders receive from us.

2. We are leaders in the knowledge economy. We want the public to be aware, to understand how Brock positively contributes to the economy and quality of life in Niagara and beyond.

Implementation of this policy will help to afford our institutional brand identity with the respect it requires and deserves by committing to the following:

1. Our marketing communications will be professional, integrated, student-centric and aligned with institutional priorities and our Academic Plan.
2. Our unified institutional brand identity and messaging will leverage existing resources and technology to enhance credibility, broaden our reach and strengthen the impact of our marketing communications.
3. Our communication will be appropriate to the needs, style and tone of the stakeholder groups for whom they are intended — e.g. undergraduate students, graduate students, parents, alumni, faculty, staff, donors, media and community members.

Related Policies

- Guidelines for Campus Sales, Brock University