

INSTITUTIONAL BRAND IDENTITY POLICY

PURPOSE	This policy ensures consistency in the application of brand symbols or properties and ensures that the legal protection afforded to these properties is not diluted or damaged by irregular or inappropriate use, or by unauthorized imitation.
SCOPE	This policy applies to all Faculties, departments, faculty members, staff, students. Contractors, external partners, boards, agencies, associations, suppliers or agents working for or representing Brock University are expected to agree to abide by this policy to the extent it may be applicable. This policy does not grant any license or rights to any third party to use Brock Brand Properties.
POLICY STATEMENT	Brock University is represented or 'branded' by distinct symbols and related elements. These can be found in Brock University's brand toolkit: https://brocku.ca/brand/ . These brand identity elements serve to evoke immediate public association with the University, and are the property of Brock University and are protected by copyright. The consistent and proper use of the University's registered marks is essential to the institution's image. 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, improper use may seriously undermine public trust and confidence and impugn the integrity of the institution.

Use of Brand Properties

Advancement and External Affairs will make available a brand standards toolkit (consisting of templates, standards and guidelines) to support and direct use of University Brand Properties. All use of University Brand Properties in any materials designed or developed for faculties, departments, Brock organizations or student clubs must comply with the brand standards toolkit. Faculty members, staff and students

must consult with the Office of University Marketing and Communications regarding the use of University Brand Properties in such materials.

The prior written approval of the Office of University Marketing and Communications is required for any use of University Brand Properties:

- a. in association with any product, merchandise, service, business venture, or other commercial activity;
- b. by any third-party individual or organization in a manner that may suggest an affiliation or association with, or the official approval of, the University; or
- c. in a manner which is inconsistent with the brand standards toolkit.

Endorsed Brands

Any Faculty or department may request the creation of an Endorsed Brand only if it is consistent with the University's Brand Standards Manual. All endorsed brands must be approved by the Office of the University Marketing and Communications.

DEFINITIONS

"Brand Property" means the University's brand properties, including any term, name, mark, insignia, logo, seal, crest, design or symbol that has been adopted and used by the University for branding, marketing, or similar purposes.

These brand properties can be found in the Brock University brand toolkit: <https://brocku.ca/brand>.

"Endorsed Brand" means a brand that is officially endorsed or recognized as being affiliated or associated with the University, or a brand that incorporates or references elements of existing University Brand Properties.

COMPLIANCE AND REPORTING

The Office of University Marketing and Communications(UMC) is responsible for upholding the Institutional Brand Identity Policy, and updating/maintaining the Brand Standards Manual.

Non-compliance with this policy will be addressed by the President and the appropriate SAC member. Unauthorized use of a University Brand Property may also constitute a violation of the law, including the *Trade-marks Act* and/or the *Copyright Act*. This policy is not intended to limit any legal rights of the University.

Policy Owner:	Associate Vice-President Advancement and External Relations
Authorized by:	Board of Trustees
Accepted by:	Senior Administrative Council
Effective date:	December 2014
Next review:	July 2025
Revision history:	June 2022
Related documents:	September 2009, December 2014, March 2018, June 2022
Relations documents:	Media Relations Policy