
Use of University Identity, Logos, Name and Symbols of Armorial Bearings Policy

Policy Sponsor:	Office of the Vice-President, Advancement
Policy Contact:	Director of Brand, Marketing and Recruitment
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Approval Group:	Governors of Athabasca University
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Review Date:	Annually
Procedure:	Use of University Identity, Logos, Name and Symbols of Armorial Bearings Procedure

Purpose

To ensure that the university's identity, logos and official symbols are managed effectively for consistent use of the university's brand in order to accurately reflect the university's high standards and commitment to quality, excellence and strong brand position.

The university's Design Standards Manual, and the Coat of Arms Usage Guidelines are comprehensive and integrated systems of identifying elements that include, but are not limited to the use of the university's wordmark, logo, identifiers, colours, fonts and symbols and the authorized use of the university's coat of arms, academic and corporate seals and symbols. The appropriate and consistent use of these brand elements strengthens the university's reputation by creating a unified institutional position and purpose. Consistent use of the university's visual identity both internally and externally, strengthens awareness of the university position among its competitors and fosters top-of-mind recognition.



Definitions

Brand, design standards and/or guidelines	The integrated system of visual elements, symbols, identifiers, templates and guidelines used to ensure consistency, quality and correct usage for the university to promote itself to its internal and external constituents.
Logo	The term logo refers to a number of visual elements, including symbols, wordmarks, stylized slogans, and combinations of these and other elements.
Identifier	The term identifier is used in reference to the Canadian Heraldic Authority, Symbolism of the Armorial Bearings of Athabasca University (AU) or AU's Coat of Arms.
Coat of Arms	The official heraldic symbol granted to the university by the Canadian Heraldic Authority, Office of the Secretary to the Governor General of Canada.

Policy Statements

1. The Director, Brand, Marketing and Recruitment, Office of the Vice-President, Advancement is responsible for developing, approving, implementing and monitoring the university's visual identity programs.
2. The Athabasca University Design Standards manual will be the official source of information regarding the correct use of the institution's various logos, identifiers, colours, fonts, and symbols.
3. The University Coat of Arms Usage Guidelines will be the official source of information regarding the correct use of the institution's various heraldry symbols, coat of arms elements, academic and corporate seals.
4. The Athabasca University (AU) logo and its faculties, centres, and department logos are the primary symbols for each area and unit. Logos, marks or symbols developed without authorization of the Brand, Marketing and Recruitment unit (Advancement Office) are not permitted. Exceptions may be developed by the Advancement's Brand, Marketing and Recruitment unit and by approval of the AU Board of Governors.
5. The university logo and symbols will be consistently applied to all institutional materials, printed and digital.
6. It is not the intention that the Brand, Marketing and Recruitment unit be responsible for the production and distribution of all items carrying the university's name and formal identifiers, but retains approval authority to ensure that they comply with established standards.



Applicable Legislation and Regulations

[Trade-marks Act](#)

[Copyright Act](#)

[Freedom of Information and Protection of Privacy Act \(FOIP Act\)](#)

Related References, Policies, Procedures and Forms

[Athabasca University Visual Identity Standards Guide](#)

[Athabasca University Coat of Arms Usage Guidelines](#)

[Athabasca University External Websites Visual Design Standards](#)

[Use of University Identity, Logos, Name and Symbols of Armorial Bearings Procedures](#)

[Website Development and Maintenance Procedure](#)

History

Governors of Athabasca University, June 13, 2014, Motion # 190-04 (approved)