

Policy Name:	Use of Institutional Name and Logos Policy		
Policy No:	7.6	Approval Authority:	Senior Management Team
Volume	7, Office of University Relations	Responsible Party:	Associate Vice-President, University Relations
Chapter	6, Use of Institutional Name and Logos Policy	Responsible Office:	Office of University Relations
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Policy Statement

NSCAD University leverages its name, wordmarks, logos and its related insignia (crest, service marks and icon) to establish a strong, consistent brand and identity for the University that affects its perceived professionalism and therefore, the University’s reputation. All those who use the NSCAD name, wordmarks, logos and/or related insignia must comply with the policy herein.

Reason for Policy

NSCAD has a vested interest in the protection, regulation and appropriate use of its name, wordmarks, logos and related insignia, which taken as a whole create the University’s signature. A consistent visual identity protects and enhances the values attributed to the University. As such, guidelines and verification systems are required to ensure that the University builds a uniform and recognizable presence within the community through both the appropriate display of these symbols and a consistent interpretation of its character in all visual communications.

Policy Applies to

- All units of the University

Who Should Read this Policy

- All department heads, faculty and staff
- Individuals using the NSCAD name, wordmarks, logos and its related insignia in internal and external representations, whether printed or electronic
- All members of the Board of Governors
- Students, as applicable

Contacts

Approval Authority: Senior Management Team

Detail on policy meanings and application: Associate Vice-President, University Relations, universityrelations@nscad.ca, 902-494-8175 or Communications Director, communications@nscad.ca 902-494-8248

Definitions

Approval authority:	The group charged with the ultimate and official approval of NSCAD University policy, policy revisions and policy withdrawal. Approval authorities are the Senior Management Team and/or the Board of Governors, depending on the policy area. The parameters of Board policy approval authority are as stipulated in the Board of Governors by-laws. Senior Management Team holds approval authority for all policies outside those parameters and for interim policy.
Brand or brand identity:	As defined in the NSCAD University Brand Guidelines Document nscad.ca/site-nscad/media/nscad/NSCAD%20brand%20guidelines.pdf
Brand integration:	Use of brand in publications, website, social media by sub-groups of the University.
Insignia:	Nova Scotia College of Art and Design Lion and crest insignia
Licensee:	NSCAD University's Authorized Brand Users
Logo:	Black or purple logo used for formal purposes within the University. The logo is a registered trademark and is protected from unauthorized use. The logos elements include colours, the Granville typeface and the rectangular Block. This logo is used for letterhead, envelope, business cards, stationery, university forms, grant proposals, academic calendar and similar materials.
Dynamic Logo:	The dynamic logo represents NSCAD's diverse and multi-disciplinary approach to the visual arts. To avoid brand confusion, the dynamic logo is reserved for recruitment materials and informal occasions.
Public materials:	All publications for public domain like Annual Report, Academic Calendar, Viewbook, Signage and other marketing materials including social media.
Representations:	Websites and other social media dedicated to the activities of NSCAD.
Stakeholders:	All internal and external stakeholders including but not limited to students, faculty, staff, Board of Governors, and community partners.
Wordmarks:	Refer to the specific design for the written name of NSCAD University, intended to aid recognition and provide what is often described as a graphic identity using Granville and Duke typefaces.

Policy

1. Principles

- 1.1. NSCAD is committed to presenting a consistent and effective brand to its internal and external stakeholders.
- 1.2. NSCAD's brand identity is considered a critical and powerful asset of the University, in the same way as physical assets, to be managed as effectively as any other University asset to obtain the most value possible.
- 1.3. It is the responsibility of every member of the University community to use NSCAD's name, wordmarks, logos and related insignia in the manner outlined herein.

2. Responsibilities

- 2.1. The Associate Vice-President, University Relations is responsible for the implementation and interpretation of this Policy.
- 2.2. The Office of University Relations is responsible to ensure an appropriate appearance of all materials consistent with the reputation and future orientation of the University as an academic institution. As such, this office shall have final approval for any public materials containing the University's name, logo and/or related insignia, for all internal or external publicity purposes. Examples of such public materials include, but are not restricted to: advertising, posters, billboards, brochures, magazines, newsletters, conference programs, annual reports and University signage.
- 2.3. All members of the University using the NSCAD name, wordmarks, logos and its related insignia in internal and external representations, whether printed or electronic, shall ensure all materials:
 - 2.3.1. Follow the guidelines as set out in the *NSCAD University Brand Guidelines (2013)* and *NSCDA University Identity Standards Manual (2005)*;
- 2.4. University departments producing such public materials, must follow one of the options below:
 - 2.4.1. The department may create their own material, which must be submitted to the Office of University Relations for verification and approval.
 - 2.4.2. The department may arrange for the production of the material by an external company. The material shall be verified and approved by the Office of University Relations. A department which chooses this option is responsible for any related fees.

3. General

- 3.1. The use of the University's name, logo and/or related insignia in a manner which could directly or indirectly convey the message or impression that the University is engaged in a purely commercial, political, illegal or immoral activity is prohibited. In addition, the use of suggestive or exploitive drawings or photographs is discouraged.
- 3.2. Any use of the University's name, logo and/or related insignia (including University letterhead or business cards) shall be for University business only.

4. Internal and External Representations – Electronic

- 4.1. All University web sites must be dedicated to the activities of the institution, namely, teaching, research, services, management and administration or, to promotional ends.
- 4.2. In order to ensure an appropriate, consistent appearance and functioning of University web sites, the Office of University Relations shall have final approval over any web site design.
- 4.3. Web sites using the University’s name, logo and/or related insignia shall follow the guidelines as set out in the NSCAD University Brand Guidelines (2013) and NSCAD University Identity Standards Manual (2005).
- 4.4. Departments requiring and/or producing web sites, must follow one of the options below:
 - 4.4.1. The department may create their own web site, which must be submitted to the Office of University Relations for verification and approval.
 - 4.4.2. The department may arrange for the production of the web site by an external company. The web site will be subject to verification and approval by the Office of University Relations. A department which chooses this option is responsible for any related fees.

5. Brand Integration

- 5.1. The University acknowledges and welcomes external support received by individual faculties, departments or units that may include the integration of a donor’s name, logo and/or related insignia.
- 5.2. Notwithstanding Section 4 above, the University’s name, logo and/or related insignia must remain prominent with any sub-brand being integrated within, and subordinate to, the University’s name logo and/or related insignia on all public printed or electronic materials as provided for in Sections 2 and 8 of this Policy.
- 5.3. The Associate Vice-President, University Relations, or designate, shall have final approval for any exceptional, custom-designed or integrated name, logo and/or related insignia.

6. Licensing Program

- 6.1. The name NSCAD University, its logo and related insignia are registered trademarks. The use of these registered trademarks is the prerogative of the Board. Associate Vice-President, University Relations is responsible for overseeing the authorization process for such use as well as for overseeing the University’s licensing program.
- 6.2. All applications for the use of the University’s name, logo and/or related insignia for commercial purposes shall be made, in the first instance, for conditional approval of the application, to the Office of University Relations.
- 6.3. Upon conditional approval of the application, the potential licensee shall submit designs incorporating the University’s name, logo and/or related insignia as well as product samples for initial approval by the Office of University Relations and final approval by the Associate Vice-President, University Relations.
- 6.4. Following approval by the Associate Vice-President, University Relations, a non-exclusive, revocable licensing agreement shall be entered into with the licensee. The licensing agreement shall apply for a specific term and

shall provide for a royalty fee to be paid to the University based on the wholesale price of the product. All royalty fees shall be credited to scholarships and awards.

- 6.5. In the event of an application for the use of the University name, logo and/or related insignia in conjunction with fund-raising or charitable events, the Associate Vice-President, University Relations may decide that royalty fees shall not be charged.
- 6.6. The University Art Supply Store, the Office of University Relations and the Office of Student and Academic Services are excluded from the mandatory licensing program.

7. Compliance

- 7.1. Failure to comply with this policy may result in disciplinary action, up to and including termination, in accordance with the relevant collective agreement or employment guidelines. NSCAD also retains the right to pursue any action, including criminal prosecution and civil remedies, when misuse of its information or resources is suspected either during the course of employment or after the termination of employment.
- 7.2. This policy is intended to be complementary to other policies and collective agreements governing the conduct of faculty and staff. In situations where this policy may be in conflict with Collective Agreements, the Collective Agreements shall prevail.

Forms and Tools

NSCAD University Brand Guidelines (2013)

Office of University Relations and online at
<http://nscad.ca/en/home/abouttheuniversity/brandguidelines.aspx>

NSCAD University Identity Standards Manual (2005)

Office of University Relations and online at
<http://nscad.ca/en/home/abouttheuniversity/brandguidelines.aspx>

NSCAD Registration numbers:

0922536, 0916932, 0922537, and 0916933

Industry Canada's searchable trademark site:
http://www.ic.gc.ca/app/opic/cipo/trdmrks/srch/bscSrch.do?lang=eng&wt_src=cipo-tm-main&wt_cxt=toptask

Use of Institutional Name and Logos Policy http://nscad.ca/site-nscad/media/nscad/UR_InstitutionalNameLogosPolicy.pdf

All policies are subject to amendment. Please refer to the NSCAD University Policy website (nscad.ca) for the official, most recent version.