



**POLICY ON THE USE OF CONCORDIA UNIVERSITY'S NAME,
AND THE GOVERNANCE OF ITS VISUAL CHARACTER AND DIGITAL PRESENCE**

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PREAMBLE

Concordia University (the "University") has a vested interest in the protection and regulation of the University's Name (as defined below), which taken as a whole create the University's signature. The use of the University's Name is a privilege and any permission related to use of the foregoing, in whole or in part, is at the sole discretion of the University. It is also in the University's best interests to present a consistent visual character that reflects its identity both in print and digital forms. As such, guidelines and verification systems are required to ensure that the University builds a consistent presence within the community and that all visual communications align with the core values of the University.

SCOPE

This Policy applies to any and all internal and external representations, whether printed, electronic, digital or in any other form, which make use of the University's Name and the University's reputation as a whole.

PURPOSE

The purposes of this Policy are:

- a) to provide the framework for the regulation of the quality and uniformity of the University's Name in both internal and external representations;
- b) to set parameters which the University uses to grant or decline permission to use the University's Name; and
- c) to ensure that the parties who have received permission to use the University's Name do so only in a manner which is consistent with the values, reputation and orientation (present or future) of the University and in compliance with all applicable legislation and other University policies.

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DEFINITIONS

For the purposes of this Policy, the following definitions shall apply:

“Digital Representation” means any and all digital representations by or pertaining to the University, including but not limited to advertising, posters, brochures, magazines, newsletters, conference programs, annual reports, websites, web-based applications, Concordia’s mobile application and social media accounts in digital form.

“Group” means any student or student collective forming a group for the purposes of pursuing an activity, whether or not funded by a student fee levy.

“Printed Representation” means any and all printed or tangible representations by or pertaining to the University, including but not limited to advertising, posters, billboards, brochures, magazines, newsletters, conference programs, annual reports, clothing and vehicles in printed form.

“Public Materials” mean any Digital Representation and/or Printed Representation made available to the University community or to the public.

“University Name” means Concordia University’s name, logo, faculty names, names of schools and/or related insignia, shield, wordmark, icon, and any Printed Representation, Digital Representation and/or other representation thereof, including but not limited to its letterhead and business cards.

POLICY

Internal and External Representations

1. In order to ensure an appropriate appearance consistent with the reputation and future orientation of the University as an academic institution, University Communications Services (“UCS”) shall have final approval for any Public Materials containing the University’s Name for publicity purposes.
2. Public Materials using the University’s Name shall follow the guidelines as set out in the [Communications and Print Graphics Standards Manual](#).

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3. University departments requiring and/or producing such Public Materials, must follow one of the options itemized in the [Procedures Handbook](#).
4. The use of the University's Name, 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.
5. Any use of the University's Name shall be for University-related activities only.
6. The University's websites are to be dedicated to the activities of the University, such as recruitment, teaching, research, services, student life, management and administration, alumni and donor relations, community outreach, or other promotional purposes.
7. The University has a web content management system ("WCMS") that is used to house all its public websites (representing a core functionality and/or service) under the Concordia.ca domain name. The WCMS is also used to house the University's intranet for faculty and staff members. This WCMS includes the University's Name, and ensures that its framework (header, navigation, footer) is always designed respecting the latest brand standards. Operating the WCMS is the joint responsibility of UCS and Instructional and Information Technology Services ("IITS").
8. Certain websites constitute exceptions that need not be housed on the WCMS. More information is available in the [Procedures Handbook](#).
9. UCS is responsible for managing the main Concordia.ca public website, the intranet for students, faculty and staff, and Concordia's mobile application. The responsibility for developing, managing and updating content on faculty and departmental webpages, as well as on administrative ones is outlined in the [Procedures Handbook](#).
10. Concordia.ca websites that run on the WCMS will adopt suffix domain names (e.g., Concordia.ca/artsandscience), with further information in the [Procedures Handbook](#).
11. UCS is responsible for managing all Concordia.ca domain names and for approving all new subdomain requests.

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12. Social Media

- The University's social media presence promotes the activities of the University, namely, recruitment, teaching, research, services, management, student life, and administration, alumni and donor relations, community outreach, etc.
- Managing the University's overall social media presence is the responsibility of UCS, while managing the social media presence of faculties, departments and administrative units remains with those areas.
- University departments who wish to submit a request to open and manage a social media account on behalf of a faculty, department or administrative unit should refer to the [Procedures Handbook](#).

13. Mobile Applications

- The University's mobile application promotes the activities, information and systems relating to the student experience; and
- Managing the University's mobile application is the joint responsibility of UCS and IITS.

Brand Integration

14. The University acknowledges and welcomes external support received by individual faculties, departments or units. The integration of a donor's name, logo and/or related insignia shall be at the sole discretion of the University and in compliance with this and other relevant University policies and the [Procedures Handbook](#).
15. The University's Name must remain prominent on all Public Materials, when being used with any other brands.
16. The Secretary-General, or designate, shall have final approval for any exceptional, custom-designed or integrated name, logo and/or related insignia in accordance with the process in the [Procedures Handbook](#).

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Other Clubs, Groups, Organizations or Associations

17. Any Group wishing to use the University's Name, shall apply for such permission using the [Permission Form](#) provided by the Secretary of the Board of Governors (the "Board") and such request shall be submitted to the Secretary-General.
18. The request from a Group for the use of the University's Name shall be assessed by the Secretary-General based on the guidelines set forth in the [Procedures Handbook](#).
19. The assessment will, without limitation, include an analysis of whether or not such use could adversely affect the reputation of the University or create confusion and whether or not the activities or actions of the group are consistent with the values, reputation and/or orientation (present or future) of the University. If, in the context of this assessment, the Secretary-General is of the opinion that the proposed name could adversely affect the reputation of the University or create confusion, they may, if they deem appropriate in the circumstances, recommend to the Group that it provide an alternate name and modified request.
20. If, in the opinion of the Secretary-General, acting in consultation with the Chair of the Governance and Ethics Committee, the Group does not satisfy the guidelines outlined in the [Procedures Handbook](#) or if its activities or actions could adversely affect the reputation of the University and/or are inconsistent with the values, reputation and/or orientation (present or future) of the University, the Secretary-General may decline to bring the request forward to the Board.
21. If the Secretary-General recommends a request for the use of the University's Name, such recommendation shall be made to the Board. The Board's acceptance of such recommendation remains at its sole discretion.
22. Upon the recommendation of the Secretary-General, the Board may decide to grant permission to use the University's Name, on a conditional basis or, in cases where the potential liability to the University is significant, may require the Group to enter into a written agreement with the University outlining respective rights and responsibilities.
23. The decision to either grant or decline the request for the use of the University's Name shall be communicated to the requesting party.

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24. The privilege of using the University's Name, if granted, may be reviewed and revoked by the Board at any time, upon the recommendation of the Secretary-General, if it is deemed that the Group no longer satisfies the guidelines outlined in the [Procedures Handbook](#), or this Policy.
25. Any Group granted permission to use the University's Name shall adhere to generally accepted accounting standards and manage their funds with the utmost integrity.
26. The granting of permission to use the University's Name, shall in no way impose any liability upon the University for the actions or activities of a Group.
27. At any time, the Secretary-General may require, a written report from a Group with respect to a particular matter or, more generally, with respect to the Group's actions or activities.
28. Any Group using the University's Name, at or before July 2001 shall be exempt from the application process outlined in [section 17](#) of this Policy and is deemed to have been granted permission in accordance with this Policy. However, these Groups and their use of the University Name remain subject to all other provisions of this Policy.

Licensing Program

29. The name Concordia University, its logo and related insignia are registered service marks in accordance with the [Trademarks Act, R.S.C., 1985, c. T-13](#). The use of these registered service marks by third parties is at the sole discretion of the University. The Secretary-General is responsible for overseeing the authorization process for such use by the third party, as well as for overseeing the University's licensing program, with further information in the [Procedures Handbook](#).

Policy Responsibility and Review

30. The overall responsibility for implementing and recommending amendments to this Policy shall rest with the Secretary-General.

Approved by the Board of Governors on May 20, 2016 and amended on December 15, 2022.