

Institutional Brand Identity Policy

PURPOSE	This policy ensures consistency in the application of brand symbols, and ensures that the legal protection afforded to these elements is not diluted or damaged by irregular or inappropriate use, or by unauthorized imitation.
SCOPE	This policy applies to all Faculties, departments, staff, students, contractors, external partners, boards, agencies, associations, suppliers or agents working for or representing Brock University. It also applies to all third parties, whether or not they have a direct association with Brock University.
POLICY STATEMENT	<p>Brock University is represented, or branded, by distinct symbols and related elements. Approved by the Board of Trustees, these brand identity elements serve to evoke immediate public association with Brock University.</p> <p>The consistent and proper use of these registered marks is essential to the University's image. 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 it may undermine public trust and impugn the University's reputation.</p>
DEFINITIONS	<p>At the institutional level, these representations include, but are not limited to:</p> <ul style="list-style-type: none">• the Brock University wordmark;• the Sir Isaac Brock cameo;• the University's coat of arms;• the University's corporate seal; and• the University's marketing taglines <i>Both Sides of the Brain</i> and <i>From Campus to Career Path</i>.

Endorsed Brock brands are consistent with the University

brand, but also possess their own unique identifiers due to naming rights, donor considerations, community profile or operational needs. Some examples of endorsed brands at Brock include:

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

Brock’s main brand identifiers are the property of the University and as such have been copyrighted and trademarked under Canada’s Copyright Act.

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.

All University-branded materials designed or developed for Faculties, departments, Brock organizations or student clubs must comply with authorized brand standards, and be approved by UMC. This includes any designs using the University’s logos, brands or identifiers on marketing materials, communications materials, merchandise or any other collateral.

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

Non-compliance with the policy will be addressed through discussions between the Vice-President, Finance and Administration and the appropriate SAC member.

Policy owner:	Vice-President, Finance & Administration (through office of University Marketing & Communications)
Authorized by:	Board of Trustees, Strategic Planning Committee
Accepted by:	Senior Administrative Council
Effective date:	December 2014
Next review:	December 2017
Revision history:	September 2009
Related documents:	• Media Relations Policy