

Policy History
<b>Policy No.</b> GV6
<b>Approving Jurisdiction:</b> President
<b>Administrative Responsibility:</b> President
<b>Effective Date:</b> November 27, 2003

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## Use of Institutional Name, Coat of Arms, Crest, Logo, Seal and Other Graphic Images Policy

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Kwantlen Polytechnic University's name, including other names commonly associated with the University, as well as the University's coat of arms, crest, logo, seal, and other graphic images are trademarks of the University and are the exclusive property of Kwantlen Polytechnic University. This also applies to the use of the University's athletic name and logo.

No member of the community, internal or external, is permitted to use Kwantlen's name, coat of arms, crest, logo, seal or other graphic images for other than official purposes without written authorization as outlined in this policy.

Authorized use of Kwantlen's name, coat of arms, logo, seal or other graphic images must adhere to the specifications and guidelines outlined in the Graphic Standards Manual. The University's trademarks cannot be altered or distorted in any manner and must remain clear and distinct.

### GUIDELINES

#### Employees

Employees may use the University's name, coat of arms, crest, logo, seal or other graphic images if such use is:

1. intended for official University business
2. intended for internal use or distribution
3. not for personal use

Employees engaged in research or in partnership with an external body are required to obtain permission from the President to use the University's name and/or logo.

#### Students

Students may not use the University's name, coat of arms, crest, logo, seal or other graphic images.

## **Student Organizations**

Student organizations may use the University's name in conjunction with the name of their student organization only after obtaining permission of the President. Student organizations are not permitted to use the University's coat of arms, crest, logo, seal or other graphic images.

## **External Community**

The University does not permit the use of its name, coat of arms, crest, logo, seal or other graphic images in any external announcement, advertisement, publication or report if such use in anyway implies institutional endorsement of any product or service. A licensing agreement between a company or its advertising agency and Kwantlen Polytechnic University is required for commercial use of the University's name, coat of arms, crest, logo, seal or graphic images on products. Commercial use applies to products not intended for official University business. The University will only enter into a licensing agreement with reputable and financially sound manufacturers. The Vice President Finance and Administration is responsible for such licensing agreements.

## **Use of Pictures**

Requests to use pictures of the University's facilities should be referred to the Vice President, Finance and Administration.

## **Kwantlen Polytechnic University Athletic Name and Logo**

No group may self-designate themselves as a team of the University. Any group wishing to represent the University as a sports team must have the permission of the University, through the Director of Athletics and Recreation.

Permission to use the University's athletic name and logo is at the discretion of the Director of Athletics and Recreation.

## **Kwantlen Polytechnic University Domain Name**

Domain names cannot be registered that imply association with Kwantlen Polytechnic University regardless of who is providing the domain name service, unless permission has been obtained from the President.