

 <p><b>The University of British Columbia Board of Governors</b></p>	<p><b>Policy No.:</b> <b>GA7</b></p>
<p><b>Long Title:</b> <b>Brand Identity</b></p>	
<p><b>Short Title:</b> <b>Brand Identity Policy</b></p>	

**Background & Purposes:**

UBC is a world-class research, teaching, and learning institution committed to maintaining and building on its reputation as a leading university through establishing and communicating a strong and recognizable brand identity that links the UBC faculties, units, and departments that contribute to UBC’s excellence. Clear and consistent use of UBC’s Brand Identity Elements in all UBC Branded Material enables UBC to maintain, build, and reinforce its strong brand recognition and reputation as a leading research, teaching, and learning institution and prevents third parties from trading improperly upon UBC’s reputation or infringing upon UBC Marks.

**1. General**

The purpose of this Policy and its related Procedures is to enable UBC Members to appropriately and consistently use and apply UBC’s Brand Identity Elements in the course of their official UBC administrative or academic capacities and duties as follows:

- 1.1 by establishing the appropriate standard of use by UBC Members of UBC’s Brand Identity Elements and how such elements are provided on UBC Branded Material; and
- 1.2 by clearly identifying the appropriate individuals, faculties, departments, or administrative units responsible for meeting the objectives of this Policy.

**2. Scope**

- 2.1 This Policy applies to UBC Members with respect to the appropriate and consistent use of UBC’s Brand Identity Elements and establishes the appropriate standard of use of UBC’s Brand Identity Elements by UBC Members in the course of their official UBC administrative or academic capacities and duties.
- 2.2 This Policy does not apply to the following circumstances:
  - 2.2.2 a UBC Member seeking to use any of UBC’s Brand Identity Elements in a Non-UBC Related Capacity. Any use of UBC’s Brand Identity Elements by a UBC Member in a Non-UBC Related Capacity is treated as a third-party use and must be considered under the Trade-Mark Policy; and

- 2.2.3 any third-party seeking to use any UBC Marks. Any third-party use of UBC Marks must first be authorized under the Trade-Mark Policy.

### 3. Consistent Use of UBC Brand Identity Rules

- 3.1 Each UBC Member must, in the course of their official UBC administrative or academic capacities and duties:

- 3.1.1 appropriately and consistently use and apply UBC's Brand Identity Elements to UBC Branded Material; and

- 3.1.2 accurately identify themselves on all UBC Branded Material to ensure that they are properly reflecting their connection to UBC

in a manner that is consistent with the UBC Brand Identity Rules.

### 4. Definitions

- 4.1 **"Brand Identity Elements"** means, collectively, and includes but is not limited to, UBC's logos, trademarks, official marks, designs, colour schemes, typefaces, graphics, website "look and feel" and communication tool kits.

- 4.2 **"Non-UBC Related Capacity"** means activities which are not being undertaken in the course of the UBC Member's official UBC administrative or academic capacity and duties (i.e., undertaken in their personal capacity outside the course of their official UBC duties, such as for example a faculty member undertaking their own consulting services).

- 4.3 **"UBC Brand Identity Rules"** means the library of resources that establishes the appropriate form and manner of use of UBC's Brand Identity Elements.

- 4.4 **"UBC Branded Material"** means, collectively, and includes but is not limited to, websites, digital and social media, business cards, letterhead and other stationery, merchandise, apparel, advertising or promotional materials, signage, brochures and other publications, and other similar materials prepared by or on behalf of a UBC Member for official UBC purposes.

- 4.5 **"UBC Marks"** means UBC's trademarks and official marks.

- 4.6 **"UBC Member"** means any faculty, unit, department, staff or faculty member of UBC, but does not include a UBC student.



## PROCEDURES ASSOCIATED WITH THE BRAND IDENTITY POLICY

*Pursuant to the Regulatory Framework Policy, the President may approve Procedures or the amendment or repeal of Procedures. Such approvals must be reported at the next meeting of the UBC Board of Governors or as soon thereafter as practicable.*

*Capitalized terms used in these Procedures that are not otherwise defined herein shall have the meanings given to such terms in the accompanying Policy, being the Brand Identity Policy.*

### **1. General**

- 1.1 The Procedures affixed to and forming a part of the Brand Identity Policy establish the responsibilities and resources available to support proper adherence to and consistent use of UBC's Brand Identity Elements by UBC Members.
- 1.2 The Responsible Executive (as set out in the attached Explanatory Notes) is responsible for establishing UBC's Brand Identity Elements standards and resources to support the objectives of the Policy and except as otherwise set out in these Procedures, has delegated these duties to the Brand and Marketing department in accordance with these Procedures.

### **2. Establishing and Supporting Appropriate and Consistent Use of UBC's Brand Identity Elements**

- 2.1 The Brand and Marketing department is responsible for the following Brand Identity Elements related activities:
  - 2.1.1 creating, coordinating, and maintaining the UBC Brand Identity Rules;
  - 2.1.2 publishing the UBC Brand Identity Rules and providing other resources and materials, including computer file formats, on its website to assist and enable UBC Members to appropriately and consistently use and apply UBC's Brand Identity Elements in accordance with the UBC Brand Identity Rules, available at: [brand.ubc.ca](http://brand.ubc.ca); and
  - 2.1.3 acting as a central resource on all matters relating to UBC's Brand Identity Elements, including consulting with UBC Members wishing to obtain assistance in preparing or reviewing UBC Branded Material for adherence to UBC Brand Identity Rules and quality standards.
- 2.2 The University Relations department at UBC's Okanagan campus is available as a resource to assist UBC Members at UBC's Okanagan campus on matters relating to UBC's Brand Identity Elements, including consulting with such UBC Members wishing to obtain assistance in preparing or reviewing UBC Branded Material for adherence to UBC Brand Identity Rules and quality standards.

### **3. Appropriate and Consistent Use of UBC Brand Identity Rules**

- 3.1 Where a UBC Member's UBC Branded Material is not consistent with the UBC Brand Identity Rules, such UBC Member should use its best efforts to update its UBC Branded Material as soon as practicable. Any transition to new, consistent materials will be managed in an orderly and cost-effective manner (i.e., retirement of existing assets and through depletion of existing stockpiles of consumables).
  
- 3.2 Where a UBC Member wishes to deviate from the UBC Brand Identity Rules, they must consult with the Brand and Marketing department to ensure that the integral elements of UBC's Brand Identity Elements are maintained in any deviation. If the UBC Brand Identity Rules do not address the reasonable requirements of the UBC Member's strategy, then the Brand and Marketing department may allow a deviation or will update the UBC Brand Identity Rules as appropriate. If a disagreement arises and cannot be resolved informally between the head of an academic or administrative unit requesting the deviation and the Senior Director, Brand and Marketing then either party may refer the disagreement to the Responsible Executive, who shall decide the matter.



## EXPLANATORY NOTES REGARDING THE BRAND IDENTITY POLICY AND ASSOCIATED PROCEDURES

Issued September 2019 by the Office of the University Counsel

*The OUC has prepared these Explanatory Notes to provide context and background regarding the Brand Identity Policy. These Explanatory Notes do not replace or supersede the content of the Brand Identity Policy and its Procedures.*

<b>Policy Long Title:</b>	Brand Identity
<b>Policy Short Title:</b>	Brand identity Policy
<b>Policy Number:</b>	GA7
<b>Responsible Executive:</b>	Vice-President, External Relations
<b>Responsible Board Committee:</b>	People, Community and International Committee
<b>Related Policies:</b>	UP6 - Trade-Mark Policy
<b>History:</b>	<ul style="list-style-type: none"><li>• The Brand Identity Policy was first approved by the Board of Governors in May 2003;</li><li>• The Brand Identity Policy was updated in July 2019 to reflect a new policy identification system; at the time of this update the Policy was known as the Visual Identity Policy, its long title was Visual Identity, and its number became GA7;</li><li>• The Brand Identity Policy was revised in September 2019. As part of these revisions the Policy was renamed; it is currently identified as the Brand Identity Policy, its long title is Brand Identity, and its number remains GA7.</li></ul>
<b>Related Legislation:</b>	N/A