

DRAFT - Brand Stewardship Policy

- **Related Documents:**
 - [Naming Policy: Brand Standards Guide](#)
- **Owner:** AVP University Relations
- **Approver:** University Relations
- **Approval Dates:**

I. Purpose

Developing and maintaining brand consistency across all platforms is important to building the University's reputation. While departments, business units, and clubs within the University may desire to utilize distinct identification and brand properties, such distinct identification must be consistent with the overall brand of the University.

The purpose of this Policy is to protect and uphold the image and reputation of the University by regulating the establishment and use of the University's Brand Properties, and establishing governance to support a professional and distinctive image for the University.

II. Scope and Application

This Policy applies to all staff, students, and faculty of the University in their development and use of Brand Properties.

This Policy is not intended to limit any academic affiliation or research initiative or undertaking but extends in so far as it is relevant and applicable to ensure that the University is properly represented within that relationship, in particular when a Brand Property is used for promotion or identification.

This Policy does not apply to the commemorative naming of the University's assets or the naming of an asset as a result of a contribution to the University, but does apply to the subsequent use of the name as an element of a Brand Property.

III. Definitions

"Brand Property" means non-graphic and graphic elements that are or have been used to identify the University, in whole or in part, including but not limited to names, marks (all types of marks including non-traditional marks), insignia, logos, seal, crest, symbols, designs, colours, layouts, fonts, shapes, and visuals.

"Functional Unit" means any operational segment of the University including faculties, divisions, schools, departments, offices, centres and institutes, and zones.

"University" means Toronto Metropolitan University.

“University Premises” means any physical space or grounds that are owned, leased, licensed, operated, or otherwise occupied by the University, but does not include premises leased or licensed to external parties for their exclusive use by the University.

“University Property” means all equipment, supplies, and information that are paid for, reimbursed by or otherwise owned by the University.

IV. Policy

1. The University community shall develop, and manage Brand Properties in such a manner as to uphold and promote a professional, consistent, coherent and distinctive image and reputation for the University, in all its communications and activities.
2. Any new Brand Property, revision, or modification to an existing Brand Property, or identity or affiliation incorporating a Brand Property, requires approval by the University in accordance with the Procedures prior to use.
3. All usage of a Brand Property, in print or digitally, must comply with the relevant graphic standards and guidelines established by the University.
4. A member of the University community may use the University’s name or the name of a Functional Unit to identify an affiliation with the University or the Function Unit. Any use of a Brand Property other than a name by a member of the University community must be in accordance with the relevant guidelines established by the University.
5. No member of the University community shall use or permit to be used a Brand Property, including a name of the University or a Functional Unit, in a manner that indicates or implies (whether directly or indirectly) an affiliation or endorsement of an individual, group, entity or other third-party without the prior written approval of the University.
6. Except as set out in the Procedures, no member of the University community shall license or otherwise grant permission to use a Brand Property to any external party, without the prior consent of the Office of the General Counsel and Board Secretariat.

V. Roles and Responsibilities

Every individual and Functional Unit of the University have the following responsibilities in respect to the application of this Policy:

1. Faculty, staff, and students shall:

- Use each Brand Property in accordance with the relevant graphic standards and guidelines.

2. The Office of University Relations shall:

- Establish, communicate and maintain brand and visual Identity standards for the University;
- Protect and provide the Brand and Visual Identity assets, as required;
- Monitor the use of the University's trademarks and official marks and notify the Office of the General Counsel and Board Secretariat of unauthorized or improper use;
- Establish and maintain standards for the overall design, consistency of imagery and tone of voice to be reflected throughout the University's visual presence;
- Communicate and enforce relevant instructions, standards, guidelines and Procedures to give effect to this Policy.

The Office of the General Counsel and Board Secretariat shall:

- Provide legal guidance and support related to the registration and protection of the University's Brand Properties including searches, applications, renewals, and de-listings of the University's trademarks, and official marks
- Provide legal guidance and support for contractual matters relating to the commercial use or licensing of the University's Brand Property;
- Issue cease-and-desist correspondence or take other necessary action to limit the unauthorized or improper use of Brand Properties by external parties.

Every Functional Unit shall:

- Ensure their staff, faculty and students are aware of the processes, responsibilities, and standards for use of every Brand Property;
- Ensure that the Functional Unit's use of every Brand Property complies with all brand standards and guidelines of the University.

VI. Jurisdiction and Compliance

This Policy falls under the jurisdiction of the Assistant Vice-President, University Relations who is responsible for the interpretation and application of this Policy, and the creation of such procedures and guidelines as necessary or desirable to give effect to this Policy.

The University will manage compliance and enforcement of this Policy in accordance with existing processes in place.