

Name: Brand Policy
Policy Number: 11-1004
Approving Authority: Executive Management Group
Approved: April 1, 2021
Responsible Office: Office of Advancement
Responsibility: Associate Vice-President of Academic Affairs

2.1.2 Help the university prevent other parties from trading improperly on its reputation or infringing upon the university's wordmarks, trademarks and copyrights;

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3.2 All members of the university's administrative and academic staff must adhere to this policy, including but not limited to:

- faculty

- The Saint Mary's University Brand Platform and Standards are the responsibility of the Office of Advancement and Marketing, updated every 4-5 years.

- d) Third-party material, including but not limited to:
 - i. marketing or communications material used at or in relation to events sponsored by the university;
 - ii. material produced by a third party on behalf of the university;
 - iii. material displayed on advertising units owned or managed by third parties, either on- or off-campus;
- e) Official print or digital stationery, including business cards, letterhead, envelopes, folders and invitations; and
- f) Merchandise

