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## University Visual Identity Policy

<b>Office of Accountability:</b>	Vice-President (External Relations)
<b>Office of Administrative Responsibility:</b>	Vice-President (External Relations)
<b>Approver:</b>	Board of Governors (Board External Relations Committee)
<b>Scope:</b>	Compliance with University policy extends to all members of the University community.

### Overview

The University of Alberta is committed to maintaining and protecting a visual identity that accurately reflects the institution’s high standards and commitment to excellence. The University of Alberta’s Brand Guidelines is an integrated system of elements that includes, but is not limited to its name, logo, **trademarks**, and colours. The appropriate and consistent use of these elements enhances the University’s reputation by demonstrating a unified organizational purpose and vision to its diverse stakeholders. Clear and consistent university visual identity both internally and externally promotes top-of-mind recognition while reducing costs and inefficiencies in production.

### Purpose

The University of Alberta Brand Guidelines protects and promotes the University’s reputation by outlining appropriate and consistent usage. The University Brand Guidelines are the responsibility of the Office of the Vice-President (External Relations). Centrally managed University Brand Guidelines minimize the risk of misuse of the University’s visual assets and reduces the inefficiencies and related costs associated with the proliferation and maintenance of multiple identity systems.

### **POLICY**

1. Vice-President (External Relations) will be the authority for creating, approving, monitoring, and implementing the University’s Brand Guidelines.
2. The Brand Guidelines will be the official source of information regarding the correct use of the institution’s marks, colours, fonts, and design styles.
3. The University of Alberta logo and its approved marks (UofA logo, UA’s, administrative identifiers, etc.) are the primary identifiers for all academic and administrative units. Independent academic and administrative logos are prohibited. Exceptions might be made if:
  - a. Established entities that have proven awareness or recognition built into their existing brand guidelines will have use of such marks evaluated for approval on an individual basis by the Office of the Vice-President (External Relations).
  - b. In exceptional circumstances, new university visual identifiers may be produced with the approval of, and in consultation with, the Office of the Vice-President (External Relations).
4. The University logo will be consistently applied to all marketing and communication material, printed and electronic.
5. University Governance has authority for administering the use of the **University operational seal** and the **coat of arms**. The Office of the Registrar has authority for administering the use of the **University academic seal**.
6. Use of the University’s logo and other trademarks by third parties is governed by the Trademarks and Licensing Policy.



**DEFINITIONS**

Any definitions listed in the following table apply to this document only with no implied or intended institution-wide use. [\[▲Top\]](#)

<b>Brand Guidelines</b>	The integrated set of visual elements and guidelines used to ensure consistency and quality in the way the University promotes itself to its internal and external audiences.
<b>Trademark</b>	A word, symbol, design, or a combination of these, that is used to distinguish the goods or services of the University of Alberta and its units from those of others, including the name and logos of the University, and including unregistered and registered trademarks and official marks of the University. This includes marks created by and for the use of University units.
<b>University operational seal</b>	Official symbol, under the jurisdiction of University Governance, to be used only on official business documents as required.
<b>Coat of arms</b>	The official heraldic symbol bestowed upon the University by the Governor General of Canada. The coat of arms may only be used by the Senate for ceremonial purposes.
<b>University academic seal</b>	Official symbol, under the jurisdiction of the Registrar, to be used only on official academic documents.

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[Visual Identity Manual](#)

**PUBLISHED PROCEDURES OF THIS POLICY**

[University Operational and Academic Seal Procedure](#)