

**TITLE: CREST AND LOGO USAGE**

**EFFECTIVE DATE: November 4, 2003**  
**(replaces Logo and Crest Usage, dated November 1, 1990)**

**AUTHORITY: The Board of Regents**

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### **Purpose**

The purpose of this policy is to normalize and regulate use of The University of Winnipeg crest.

### **Scope**

Unless specifically exempted, this policy applies to all constituents of The University of Winnipeg, including departments, institutes, chairs and recognized groups. It does not apply to autonomous groups affiliated with the University, except The University of Winnipeg Foundation.

### **Responsibility**

The Director of Communications is responsible for the communication, administration, and interpretation of this policy.

### **Registered Marks**

The registered name of the University is The University of Winnipeg. The University's crest and its logo are registered marks of the University. The logos of the Wesmen Basketball and Volleyball programs and the Wesmen Wizard are also registered marks and are for the exclusive use of those programs.

### **The University Crest and Logo**

- The University crest shall be used to identify all constituents of The University of Winnipeg unless otherwise stated or specifically exempted.
- The logo may continue to be used until supplies marked with it are exhausted, or in circumstances where its continued use is deemed advisable in order to ensure public recognition. In the latter case, strategies for a gradual replacement of the logo by the crest will be devised and implemented.

- Detailed guidelines for the use of the University crest will be developed and supplied to the University by the Director of Communications, who will also have responsibility for maintaining the design standard of the crest.

### **Merchandising**

- All rights in the use of the University crest are reserved to constituents of the University in the prosecution of official business. Merchandise imprinted with the crest may be sold only by constituents of the University, and only with approval from the Director of Communications.

### **Other Logos**

- Constituents of the University may use their own logo with the University crest, but never exclusive of it.
- The use of an identifying image other than the University crest or logo shall require the prior approval of the President.
- Constituents of the University wishing to devise a logo which contains or in any way modifies the University crest shall do so only with approval of the President and after consultation with the Director of Communications.

Approved - Board of Regents - November 3, 2003

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