

TITLE: USE OF UNBC NAMES AND SYMBOLS**1. Purpose**

The purpose of this policy is to indicate correct and allowable uses of the University's official symbols (logo, athletics symbol, heraldic symbols, etc) which are fully protected trademarks and described in the University's Graphic Standards Manual (see related policy concerning the University's Graphic Standards).

2. Scope

Official University symbols have a "validating" function indicating the authorized nature of correspondence, publications, websites, and other products of the University. As such, regulations on allowable use are necessary. This policy covers all official University names and symbols as outlined in the Graphic Standards Manual.

3. Authority

The authority over this policy rests with the Director of Media & Public Relations.

4. Use of University Name and Symbols

Official entities of the University (administrative departments, academic programs/units, research institutes/centers, and entities that are jointly operated by the University and other agency/institution) may use official UNBC symbols to identify their connection with the University. The Graphic Standards Manual outlines general rules of use for all of the official symbols.

5. Use of the Athletics Name and Symbol

The name "Northern Timberwolves" and the Northern Timberwolves logo (as described in the Graphic Standards Manual) are to be used solely in connection with official UNBC teams, for the benefit of UNBC's athletics program, and with specific permission from the University. The Office of Communications (Director or Publications Officer) and the Athletics & Recreation Coordinator must provide this permission in writing.

6. Use of the UNBC Name by Clubs

- 6.1 Official student clubs registered with the Northern Undergraduate Student Society may call themselves the UNBC xxx Club/Association/etc." This permission only extends to clubs that maintain affiliation with the Student Society.
- 6.2 Clubs that are officially sanctioned by the Northern BC Graduate Student Society likewise may refer to themselves as UNBC xxx clubs, so long as they maintain affiliation with the Graduate Student Society.
- 6.3 Permission to use the name of the University of Northern British Columbia and its acronym can be withdrawn if the club engages in activities that are seen to bring the University into disrepute.

7. Use of the official UNBC Symbols by Clubs

- 7.1 Use of the University logo and other symbols outlined in the Graphic Standards Manual provides both official authentication and indicates authority to speak on behalf of the University. It is thus

inappropriate for clubs associated with the University to employ any of the University's official symbols, and their use will not be authorized by the University.

- 7.2 UNBC clubs wishing to develop their own symbols must avoid producing designs that could be confused with any of the University's official symbols. Similarly, designs that are derived from elements of official symbols undermine the integrity of these official symbols and are not allowed.
- 7.3 Groups may not self-designate themselves as UNBC teams. Sporting groups of clubs who wish to be identified as UNBC teams must receive approval to do so from the Athletics and Recreation Coordinator. Teams are normally those sporting groups that represent the University at the varsity or junior varsity level. Official teams can use the Athletics logo and the main UNBC logo.
- 7.4 Banks will require permission from the University for the use of the name or acronym when creating bank accounts. Such permission may be given in writing by the Vice-President (Administration & Finance).
- 7.5 Representatives of clubs at conventions, etc, are fully entitled to refer to themselves as representatives of the relevant UNBC club. They are, however, representatives of the club, rather than of the University; they may be authorized to speak on behalf of the club, but not on behalf of the University. Similarly, clubs have the responsibility of clarifying their legal status where confusion may occur: they are responsible for explaining that they are independent clubs, and not official agents of the University.
- 7.6 Sale of Promotional Items Using the UNBC Name or logo. The University has licensing agreements with commercial agents regarding use of the University names and symbols. Unauthorized use of the name or acronym in commercial situations is not allowable. Permission may be given to clubs, however, to produce and sell articles such as "UNBC xxx Club" t-shirts in limited numbers to club members.