BRANDON UNIVERSITY Founded 1899	Use of the University's Name and Marks	***First Approved:*** *November 18, 1993* ***Updated:*** *February 23, 2013*
Board of Governors Policy	***Approved by*** *Board of Governors* ***Administered by*** *Vice-President (Administration and Finance)*	***Reviewed:*** *February 23, 2013*

The purpose of this policy is to indicate correct and allowable uses of the University's name and marks (crest, logo, athletics symbol and other representations) which are protected trademarks of the University. This policy applies to internal and external representations, whether printed or electronic, which make use of the University's name and marks.

1. Any use of the University's name and marks by anyone other than the University requires the approval of the Board of Governors.

2. a) Official entities of the University (administrative departments, academic programs/units, research institutes/centres and athletic programs) may use the University's name and marks to identify their connection with the University.

   b) Any use of the University's name and marks by the University, other than in the normal course of its operations, requires the approval of the Vice-President (Administration & Finance).

3. The University shall:

   a) develop and maintain a Visual Standard; and

   b) ensure that those who have received permission to use the University's name and/or marks do so in a manner which is consistent with the standards of the University.