

**Policy Title:** Visual Identity  
Policy Approver: President’s Office  
Policy Holder: University and External Relations  
Category: Operational  
Original Date: February 2005  
Last Revised: November 2019  
Next Review: November 2024

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### Policy Statement

The Yukon University brand reflects our values, our identity, and our passions. It projects what we stand for and is at the core of how we present ourselves to others. It’s our promise to ourselves and those with whom we interact. It demonstrates what others can expect. It is the only University-approved identity and is to be the only representation of the University and any of its services, programming and facilities.

Yukon University is committed to ensuring quality to attract and retain students, demonstrating a culture of excellence in all that we do. Application of the brand that is appropriate, consistent and unifying, supports the way in which we choose to project our identity to the world. It’s a demonstration of our excellence and the promise we make to the public.

### Approval Statement

With the consent of the Senior Executive Committee and approval of the President of Yukon College, this policy is hereby deemed in effect the 27<sup>th</sup> day of November, 2019.

Karen Barnes

November 27, 2019

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President, Yukon College

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Date

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## 1. Purpose of Policy

Yukon University is a complex and dynamic institution working with a diverse network of program and research partners, donor funded projects, and several discipline focused centres and institutes, as well as internal departments seeking to establish their unique identities. These varied and sometimes competing interests can quickly create confusion for the public. The use of one brand eliminates this confusion.

To ensure Yukon University maintains its brand identity and to maximize the University's investment in marketing and promotional material, a coordinated approach to design, development, and implementation of such material is essential.

## 2. Governing Legislation and Relevant Documents

Yukon University Act

BOG 3.0 President Responsibilities

AF 3.0 Procurement and Contracting Policy

Brand Guidelines

Style Guide

Print Ad Guidelines

Social Media Guidelines

Yukon University Research Centre Report Writing Guidelines for Authors

## 3. Scope

This policy applies to employees of Yukon University, third parties representing or acting on behalf of the institution and relevant contractors who are involved in designing, developing, and publishing Yukon University promotional material, signage, advertisements, marketing publications, videos, photography and any print or digital collateral that is intended for the public.

This policy also relates to the use of the logo on items, whether identified as branded/logo'ed promotional items, swag or for gift purposes, sold through the Bookstore, staff issue, or otherwise.

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The scope of this policy encompasses all that impacts the Yukon University brand – its image and its messaging – across all campuses, centres and institutes and any unit, in any location, that is a part of Yukon University.

#### 4. Definitions

- **Brand:** the visual aspects of the brand include the brand colours, graphics and the logo.
- **Brand Guidelines:** The institution’s Brand Guidelines offer tools, information and standards required for representing the Yukon University brand to the general public.
- **Logo:** Yukon University name with the graphic.
- **Promotional items:** Any item that is used to promote the institution, its research, programs or services. Information pieces, such as a research poster, intended to convey information on research conducted, are not considered promotional items.
- **Stylized crocus graphic:** The stylized crocus used in the Yukon University logo symbolizes northern strength. It represents the unique determination of a crocus that thrives and grows in the North.
- **Trademark:** The logo and the wordmark and the acronym have been trademarked. This means the University has exclusive legal right to authorize use or take legal action for unauthorized use.
- **Wordmark:** Yukon University name as a logo without the graphic.

#### 5. Guiding Principles

None.

#### 6. Trademarks

The trademarks and licences for the University name, logo and acronym are the exclusive property of Yukon University. The University regulates and monitors the use of its trademarks in all instances. This includes but is not limited to clothing, correspondence, novelty items, publications or other materials, website or other media.

Trademarks are required to be used in accordance with the registered form of the trademark or official mark (where such registration exists), and in accordance with the University’s Brand Guidelines.

Third party use of the trademark or official mark requires written permission from the executive director, University and External Relations or designate.

The design of all external materials is required to be reviewed and approved by the marketing manager, marketing coordinator, or executive director, University and External Relations, before finalizing.

**7. Other Related and/or Accompanying Documents**

Addendum A – Policy Communication Checklist  
UR 1.1 – Visual Identity Procedures

**8. Document History**

Date	Update
November 2019	Updated, and reapproved by Yukon College President.

**Addendum A - Policy Communication Checklist**

Policy Name: Visual Identity Policy

Number: UR 1.0

Submitted by: Jacqueline Bedard

List those consulted with in preparation of this policy:

<b>Name</b>	<b>Department</b>	<b>Date</b>
Jaime Hewitt, Bill Stonehouse	Procurement	July 16
Maggie Matear	University Services	July 29
Dan Anton	Continuing Education	July 30
Jay Dobson	Development Office	August

This checklist must be completed prior to the final draft of a policy being presented to SEC for presidential approval.

<b>Body</b>	<b>Communication Planned</b>	<b>Completed</b>	<b>Comments</b>
SEC	October 2019		
Student Union	n/a		
Employee's Union	n/a		
Occupational Health and Safety	n/a		
Academic Council	n/a		
Board or a Board subcommittee	n/a		
Other			
SEC for Final Review	November 2019		