



SUBJECT	Clerical Revision to the Brand Identity Policy (GA7)
SUBMITTED TO	People, Community & International Committee
MEETING DATE	November 17, 2022
SESSION CLASSIFICATION	Recommended session criteria from Board Meetings Policy: OPEN
REQUEST	For information only - No action requested
LEAD EXECUTIVE	Hubert Lai, K.C., University Counsel
SUPPORTED BY	Lorena Vlad, Legal Counsel

PRIOR SUBMISSIONS

The subject matter of this submission has not previously been considered by the Governance Committee.

EXECUTIVE SUMMARY

The Office of the University Counsel (“**OUC**”) has prepared this submission pursuant to section 7.3 of the Regulatory Framework Policy (GA2) to report a clerical revision made to the Brand Identity Policy (GA7).

Section 7.3 of the Regulatory Framework Policy permits the OUC to revise Board Policies and Procedures to correct obvious clerical errors, to reflect changes made by the President to Responsible Executive designations or titles, or to reflect changes in contact information upon request from UBC members who have supervisory roles at UBC. Section 7.3 of the Regulatory Framework Policy requires the OUC to report any such revisions to the Board at its next regularly scheduled meeting or as soon thereafter as practicable.

The OUC has made a clerical revision to section 1.2 of the Procedures associated with the Brand Identity Policy to remove the words “as set out in the attached Explanatory Notes” when referring to the Responsible Executive because the Explanatory Notes for each Board Policy are no longer attached to the Policy document itself. The Explanatory Notes are now set out on a separate landing page for each Board Policy.

This is the result of an update to the structure of the Policy Repository, made by the OUC to implement persistent URLs for each Board Policy in the Policy Repository. For technical reasons, the previous structure resulted in the URLs for each Board Policy changing every time it was updated and this was causing broken links for academic and administrative units whose websites directly referenced these URLs. To address this the OUC has created a new landing page for each Board Policy and its related documents. Each landing page has a permanent URL that will never change. The individual Policy documents have been relocated to a position under each landing page. The landing page provides information about the Policy, including the Responsible Executive(s), the Responsible Board Committee, the short and long titles of the Policy, and the current number and the legacy number (if any) of the Policy, and also includes links to the most current version of the Policy and any related documents.

SUPPLEMENTAL MATERIALS (optional reading for Governors)

1. Blackline showing clerical revision made to the Procedures associated with the Brand Identity Policy

 The University of British Columbia Board of Governors	Policy No.: GA7
Long Title: <p style="text-align: center;">Brand Identity</p>	
Short Title: <p style="text-align: center;">Brand Identity Policy</p>	

Background & Purposes:

UBC is a world-class research, teaching, and learning institution committed to maintaining and building on its reputation as a leading university through establishing and communicating a strong and recognizable brand identity that links the UBC faculties, units, and departments that contribute to UBC's excellence. Clear and consistent use of UBC's Brand Identity Elements in all UBC Branded Material enables UBC to maintain, build, and reinforce its strong brand recognition and reputation as a leading research, teaching, and learning institution and prevents third parties from trading improperly upon UBC's reputation or infringing upon UBC Marks.

1. General

The purpose of this Policy and its related Procedures is to enable UBC Members to appropriately and consistently use and apply UBC's Brand Identity Elements in the course of their official UBC administrative or academic capacities and duties as follows:

- 1.1 by establishing the appropriate standard of use by UBC Members of UBC's Brand Identity Elements and how such elements are provided on UBC Branded Material; and
- 1.2 by clearly identifying the appropriate individuals, faculties, departments, or administrative units responsible for meeting the objectives of this Policy.

2. Scope

- 2.1 This Policy applies to UBC Members with respect to the appropriate and consistent use of UBC's Brand Identity Elements and establishes the appropriate standard of use of UBC's Brand Identity Elements by UBC Members in the course of their official UBC administrative or academic capacities and duties.

2.2 This Policy does not apply to the following circumstances:

- 2.2.2 a UBC Member seeking to use any of UBC's Brand Identity Elements in a Non-UBC Related Capacity. Any use of UBC's Brand Identity Elements by a UBC Member in a Non-UBC Related Capacity is treated as a third-party use and must be considered under the Trade-Mark Policy; and

2.2.3 any third-party seeking to use any UBC Marks. Any third-party use of UBC Marks must first be authorized under the Trade-Mark Policy.

3. Consistent Use of UBC Brand Identity Rules

3.1 Each UBC Member must, in the course of their official UBC administrative or academic capacities and duties:

3.1.1 appropriately and consistently use and apply UBC's Brand Identity Elements to UBC Branded Material; and

3.1.2 accurately identify themselves on all UBC Branded Material to ensure that they are properly reflecting their connection to UBC

in a manner that is consistent with the UBC Brand Identity Rules.

4. Definitions

4.1 **"Brand Identity Elements"** means, collectively, and includes but is not limited to, UBC's logos, trademarks, official marks, designs, colour schemes, typefaces, graphics, website "look and feel" and communication tool kits.

4.2 **"Non-UBC Related Capacity"** means activities which are not being undertaken in the course of the UBC Member's official UBC administrative or academic capacity and duties (i.e., undertaken in their personal capacity outside the course of their official UBC duties, such as for example a faculty member undertaking their own consulting services).

4.3 **"UBC Brand Identity Rules"** means the library of resources that establishes the appropriate form and manner of use of UBC's Brand Identity Elements.

4.4 **"UBC Branded Material"** means, collectively, and includes but is not limited to, websites, digital and social media, business cards, letterhead and other stationery, merchandise, apparel, advertising or promotional materials, signage, brochures and other publications, and other similar materials prepared by or on behalf of a UBC Member for official UBC purposes.

4.5 **"UBC Marks"** means UBC's trademarks and official marks.

4.6 **"UBC Member"** means any faculty, unit, department, staff or faculty member of UBC, but does not include a UBC student.



PROCEDURES ASSOCIATED WITH THE BRAND IDENTITY POLICY

Pursuant to the Regulatory Framework Policy, the President may approve Procedures or the amendment or repeal of Procedures. Such approvals must be reported at the next meeting of the UBC Board of Governors or as soon thereafter as practicable.

Capitalized terms used in these Procedures that are not otherwise defined herein shall have the meanings given to such terms in the accompanying Policy, being the Brand Identity Policy.

1. General

- 1.1 The Procedures affixed to and forming a part of the Brand Identity Policy establish the responsibilities and resources available to support proper adherence to and consistent use of UBC's Brand Identity Elements by UBC Members.
- 1.2 The Responsible Executive ~~(as set out in the attached Explanatory Notes)~~ is responsible for establishing UBC's Brand Identity Elements standards and resources to support the objectives of the Policy and except as otherwise set out in these Procedures, has delegated these duties to the Brand and Marketing department in accordance with these Procedures.

2. Establishing and Supporting Appropriate and Consistent Use of UBC's Brand Identity Elements

- 2.1 The Brand and Marketing department is responsible for the following Brand Identity Elements related activities:
 - 2.1.1 creating, coordinating, and maintaining the UBC Brand Identity Rules;
 - 2.1.2 publishing the UBC Brand Identity Rules and providing other resources and materials, including computer file formats, on its website to assist and enable UBC Members to appropriately and consistently use and apply UBC's Brand Identity Elements in accordance with the UBC Brand Identity Rules, available at: brand.ubc.ca; and
 - 2.1.3 acting as a central resource on all matters relating to UBC's Brand Identity Elements, including consulting with UBC Members wishing to obtain assistance in preparing or reviewing UBC Branded Material for adherence to UBC Brand Identity Rules and quality standards.
- 2.2 The University Relations department at UBC's Okanagan campus is available as a resource to assist UBC Members at UBC's Okanagan campus on matters relating to UBC's Brand Identity Elements, including consulting with such UBC Members wishing to obtain assistance in preparing or reviewing UBC Branded Material for adherence to UBC Brand Identity Rules and quality standards.

3. Appropriate and Consistent Use of UBC Brand Identity Rules

- 3.1 Where a UBC Member's UBC Branded Material is not consistent with the UBC Brand Identity Rules, such UBC Member should use its best efforts to update its UBC Branded Material as soon as practicable. Any transition to new, consistent materials will be managed in an orderly and cost-effective manner (i.e., retirement of existing assets and through depletion of existing stockpiles of consumables).

- 3.2 Where a UBC Member wishes to deviate from the UBC Brand Identity Rules, they must consult with the Brand and Marketing department to ensure that the integral elements of UBC's Brand Identity Elements are maintained in any deviation. If the UBC Brand Identity Rules do not address the reasonable requirements of the UBC Member's strategy, then the Brand and Marketing department may allow a deviation or will update the UBC Brand Identity Rules as appropriate. If a disagreement arises and cannot be resolved informally between the head of an academic or administrative unit requesting the deviation and the Senior Director, Brand and Marketing then either party may refer the disagreement to the Responsible Executive, who shall decide the matter.