

**UBC Sauder School of Business  
UBC Marks Usage Guidelines for Student Communications**

***Updated as of March 14, 2017***

**1. Use of UBC Marks by Third Parties in General:**

The University of British Columbia's trademarks and official marks ("**UBC Marks**"), including the UBC Sauder logo(s) and mark(s) ("**UBC Sauder Logos/Marks**"), are registered and/or protected marks of UBC and may not be used by third parties without the express prior written permission of UBC.

Office of the University Counsel is responsible for issuing such written permissions/licenses to third parties in accordance with UBC Policy #110 (Third-party Use of University Trade-marks). Only UBC academic and administrative units can use UBC Marks in connection with UBC activities without a license. Accordingly, students wishing to use UBC Marks, including UBC Sauder Logos/Marks, must receive written permission from UBC.

These Guidelines outline the process by which UBC Sauder Students (defined in Section 2) can request permission to use UBC Marks, including UBC Sauder Logos/Marks (see Section 4) and include examples of circumstances where it may be appropriate for UBC to issue such permission (see Section 2).

A complete list of all of UBC's official and registered Marks and a Frequently Asked Questions document about the appropriate use of UBC Marks by third parties is available here:

<http://universitycounsel.ubc.ca/university-trade-marks/>

**2. Permitted Uses of UBC Sauder Logos/Marks Specifically By UBC Sauder Students or Robert H. Lee Graduate School Students (collectively referred to herein as "UBC Sauder Students"):**

As UBC Sauder Students (meaning a person who is presently enrolled at the UBC Sauder School of Business/Robert H. Lee Graduate School in a credit course or who is designated by resolution of the UBC Senate as a student), *it may be* appropriate for UBC to grant a license in the following circumstances to use either a UBC Mark or specifically a UBC Sauder Logo/Mark where there is an appropriate connection to UBC, such as:

- (a) *UBC Sauder Sponsored Student Event*: in connection with a UBC Sauder Student-run activity or initiative where UBC, generally, or UBC Sauder has been involved in supporting or sponsoring such initiative or activity, for example:
  - a. UBC Sauder is a sponsor or an official partner of such student initiative or activity and has provided either funding or support; or
  - b. a specific UBC Sauder faculty member(s) has agreed to oversee and/or take responsibility for the actions of the UBC Sauder Student run activity or initiative.

Examples of the primary UBC Sauder Logos/Marks are:



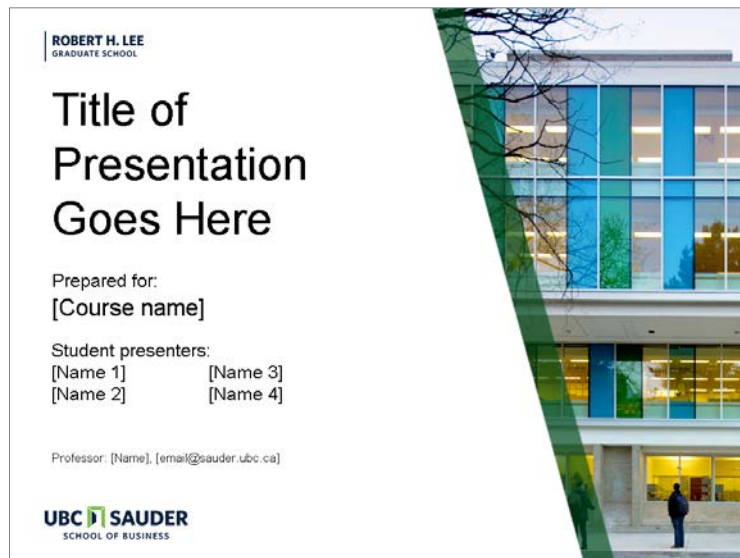
3. **Examples of materials prepared by the UBC Sauder Marketing & Communications Department for use by UBC Sauder Students which do not require a license from UBC**

a. Business cards:

- i. It is not permissible for UBC Sauder Students to use UBC Marks, including UBC Sauder Logos/Marks, on their business cards unless such business card was officially issued by UBC for the purpose of indicating the UBC Sauder Student's employment capacity at UBC, and even in such circumstances the UBC Sauder Student should not use the officially issued UBC business cards for uses where they are not acting in their official UBC administrative or academic capacity ("**Non-UBC Related Activities**").

b. Presentation to Internal/External Audiences: UBC Sauder Logo/Marks may only be used on a project presentation by UBC Sauder Students using the template provided by the UBC Sauder Marketing & Communications Department (featured below), if the following conditions are met:

- i. the UBC Sauder Student has undertaken the project as part of the academic requirements of their program at UBC Sauder under the direct supervision of a UBC Sauder faculty member; and
- ii. the UBC Sauder Student has met all other requirements associated with the project (including such matters as securing ethics approvals).



As a condition of this permission, the UBC Sauder Student must ensure that it is clear to the audience that the project is being undertaken by a UBC Sauder Student for a specific UBC Sauder course, and that the conduct of the project is being supervised by a UBC Sauder faculty member, by providing the name and email of the UBC Sauder faculty member. This can be done in smaller print at the bottom of the page but must be reasonably legible.

[Download UBC Sauder Student Presentation \(Green\)](#)

[Download UBC Sauder Student Presentation \(Blue\)](#)

#### 4. GUIDELINES

These Guidelines outline how to make a request to incorporate a UBC Sauder Logo/Mark or any other UBC Marks into UBC Sauder Student materials where appropriate.

##### a) Approvals:

###### i. UBC Sauder Logos/Marks:

Any materials using a UBC Sauder Logo/Mark must first be approved\* by the UBC Sauder Marketing & Communications Department for adherence to the UBC Sauder Brand Guidelines. If you wish to use a UBC Sauder Logo/Mark, please forward your material for review and approval to the UBC Sauder Marketing & Communications Department prior to publication. If the material meets the branding specifications in the UBC Sauder Brand Guidelines (See: “**UBC Sauder Logos/Marks Usage Requirements**” below for further information), then the UBC Sauder Marketing & Communications Department will forward this request to the Office of the University Counsel who will make the final determination regarding use of the UBC Sauder Logo/Mark in accordance with Policy #110 and issue permission/license where appropriate. You can e-mail or deliver proofs of your materials to the UBC Sauder Marketing & Communication Department to the following contact. Please allow 3-4 weeks for review/approval time.

UBC Sauder Marketing & Communications Department  
HA 456 | 604.822.8436 | [marcom@sauder.ubc.ca](mailto:marcom@sauder.ubc.ca)

**\*PLEASE NOTE:** The UBC Sauder Marketing & Communications Department reviews only the UBC Sauder Logo/Mark usage, (i.e. its size, placement, color accuracy, etc.) but does not review, approve, or provide resources to assist with the creative concept, layout or content of such UBC Sauder Student communications.

###### ii. Other UBC Marks:

If you wish to use any other UBC Marks, please contact the Office of the University Counsel directly for permission prior to publication at the following contact details:

Office of the University Counsel  
6328 Memorial Road  
Vancouver, BC V6T 1Z2  
Canada  
Tel: (604) 822-1897  
Fax: (604) 822-8731  
Email: [university.counsel@ubc.ca](mailto:university.counsel@ubc.ca)

##### b) UBC Sauder Logos/Marks Usage Requirements

Permission to use a UBC Sauder Logo/Mark is contingent upon adhering to the following requirements:

- i. UBC Sauder Students must follow the UBC Sauder Brand Guidelines and requirements for color specifications, protective space, minimum size, and reproduction over colored backgrounds. Please take the time to review these detailed specifications and ensure they are applied accordingly prior to submitting the materials for review and approval to the UBC Sauder Marketing & Communications Department.
- ii. For marketing and communication materials produced by graduate students, the Robert H. Lee Graduate School wordmark must be used in addition to the UBC Sauder Logo/Mark as well as the logo of the student society, club or organization publishing the material. Graduate students should ensure they review the specifications in the UBC Sauder Brand Guidelines

around the joint usage of UBC Sauder and Robert H. Lee Graduate School identities thoroughly and ensure the specifications are followed, such as relative sizing and minimum distance.

- iii. The UBC Sauder Logo/Mark should not be altered in any way (see “Incorrect Use” in the UBC Sauder Brand Guidelines). For example, individual elements of the UBC Sauder Logos/Marks, such as the door or the wordmark, must not be separated and used in isolation from each other and must not be combined with other graphic elements.
  - iv. UBC Sauder Communications & Marketing Department will provide you with a brand compliant digital file of the UBC Sauder Logo/Mark to be used for the purpose for which permission is granted.
  - v. In addition, you must adhere to any other requirements as communicated by UBC Sauder or the Office of the University Counsel to you, including requirements as to placement of the UBC Sauder Logo/Mark on the materials. For example: the placement of the UBC Sauder Logo/Mark should make it clear why it is being displayed (e.g., if UBC Sauder is one of many sponsors, the UBC Sauder logo should only appear on the page that indicates all the sponsors).
- c) **Non-UBC Related Activities Best Practices:** UBC Marks, including UBC Sauder Logos/Marks, should not be used in circumstances where a UBC Sauder Student is producing materials for conducting a Non-UBC Related Activity. The materials should feature the logo of the student society, club or organization publishing the material. Where the Non-UBC Related Activity is being operated entirely by UBC Sauder Students, it would be permissible for the materials to indicate as a factual statement that the group operating the Non-UBC Related Activity is comprised of UBC students (e.g., “AZY Consultant Group, a group operated by students of UBC) and/or include a statement that makes clear that this is a student-run initiative/activity/club not endorsed or authorized by UBC or UBC Sauder.

To obtain brand compliant digital files of the UBC Sauder Logos/Marks files, ask questions or provide comments, please contact:

Marketing & Communications Department  
604.822.8436 | [marcom@sauder.ubc.ca](mailto:marcom@sauder.ubc.ca)