



# University Students' Council of the University of Western Ontario CORPORATE LOGO AND LETTERHEAD POLICY

**EFFECTIVE:** July 17, 2011

**SUPERSEDES:** General Corporate  
Policy, Aug 2004

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**AUTHORITY:** Communications Standing  
Committee

**RATIFIED BY:** Council  
July 17, 2011

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**RELATED  
DOCUMENTS:**

- USC Graphics Usage Guidelines

**PAGE | 1 of 4**

## **PURPOSE:**

This Policy addresses the use of the University Students' Council logo and letterhead.

### **1.00 LOGO AND COLOUR**

1.01 The following shall be corporate the logo of the USC:



1.02 The official colour of the logo shall be Pantone 266 Purple.

1.03 The original file of this logo, for any usage abiding by the policy, must be acquired from the Vice-President Communications.

1.04 The General Manager, or her designate, shall be responsible for ensuring that the USC trademark remains registered with the register of trademarks.

### **2.00 LETTERHEAD AND FOOTER**

2.01 The header of the USC Letterhead and Footer page, shall contain the following:



## University Students' Council of the University of Western Ontario **CORPORATE LOGO AND LETTERHEAD POLICY**

PAGE | 2 of 4



*University Students' Council*  
Room 340, UCC Bldg,  
The University of Western Ontario  
London, ON, Canada, N6A 3K7  
Tel: (519) 661-3574 Fax: (519) 661-2094  
Website: [www.usc.uwo.ca](http://www.usc.uwo.ca) E-mail: [usc@uwo.ca](mailto:usc@uwo.ca)

2.02 The footer of the USC Letterhead and Footer page shall contain the following:

To enhance the educational experience and quality of life for all undergraduates at The University of Western Ontario.

2.03 The Letterhead and Footer page shall contain the USC Mission Statement at the bottom.

### **3.00 LETTERHEAD AND FOOTER – PERMISSION FOR USAGE**

3.01 USC employees, including members of the Executive Council, are authorized to use the Letterhead and Footer while conducting business on behalf of the corporation.

3.02 Commissioners, Coordinators, and other USC volunteers are authorized to use the letterhead and footer if they receive permission of the Executive Council member who oversees their portfolio.

### **4.00 LOGO – PERMISSION FOR USAGE**

4.01 USC employees, volunteers, and elected officials are authorized to use the logo while conducting business on behalf of the corporation, in accordance with this policy and the USC Graphics Usage Guidelines.

4.02 Outside organizations and individuals who want to use the USC logo, including USC clubs, must obtain permission of the USC.

(1) The Vice-President Communications must grant permission in writing.

(2) Permission is at the discretion of the Vice-President Communications; however, the following factors will be considered: whether the use is one the USC wishes to be associated with, and whether the use abides by all other By-laws and Policies and Procedures of the USC.

4.03 Outside individuals and groups granted permission to use the USC logo must adhere to the USC Graphics Usage Guidelines.



## University Students' Council of the University of Western Ontario **CORPORATE LOGO AND LETTERHEAD POLICY**

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PAGE | 3 of 4

### **5.00 MANDATORY CORPORATE USE OF LOGO AND BRANDING ELEMENTS**

- 5.01 The logo shall be displayed in all representations made by USC operations. Individual USC operations may design distinct logos for the purpose of conducting their daily activities, but shall not do so where such representation(s) conflicts with USC policy;
- 5.02 All publications of any USC operation or service, including, but not limited to: tickets, banners, flyers, posters, shall bear either the USC logo, or the words "University Students' Council";
- 5.03 All events hosted, organized and/or sponsored by the University Students' Council must have a USC logo, or the words "University Students' Council" displayed in a prominent location;
- 5.04 All USC operations and services shall display prominently on the exterior of their locations a sign bearing the USC Logo and the statement "Proudly Owned and Operated by your University Students' Council";
- 5.05 All USC operations and services shall display prominently on the interior of their locations a sign bearing the USC Logo and the statement "Proudly Owned and Operated by your University Students' Council";
- 5.06 All correspondence for USC operations and services, including but not limited to billing and memoranda, shall be carried out on USC Letterhead bearing the address of the operation or service. The distinct logo of the operation or service also shall appear in the upper right-hand corner of the Letterhead and shall contain the text "A Service Owned & Operated by the University Students' Council" in lieu of the Mission Statement;
- 5.07 USC operations and services may use distinct business cards bearing their logos, provided that the statement "A Service of the University Students' Council, UWO" appears at the bottom of such cards;
- 5.08 Any USC operation or service that chooses to have its employees appear in uniform must have the USC Logo displayed on such uniforms; and,
- 5.09 In circumstances not covered by this Policy, the Vice-President Communications must be consulted in advance.

### **6.00 PROCEDURAL AUTHORITY**



## University Students' Council of the University of Western Ontario **CORPORATE LOGO AND LETTERHEAD POLICY**

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**PAGE | 4 of 4**

- 6.01 The Executive Council shall be responsible for approving more detailed USC Graphics Usage Guidelines to assist USC employees, volunteers and elected officials in using the logo appropriately in their communications.
- (1) The USC Graphics Usage Guidelines shall be maintained by the Vice-President Communications and changes must be approved by the Executive Council.