Volume II: 2.6 Marketing and College Communications Policies

- 2.6 Marketing and College Communications Policies
  - 2.6.1 College Advertising and Marketing Policy
  - 2.6.2 College Web Presence Policy
  - 2.6.3 Contact with Government Agencies Policy
  - 2.6.4 Media Relations Policy
  - 2.6.5 Photography, Digital Recording, and Filming Policy
  - 2.6.6 Social Media Policy
  - 2.6.7 Use of the College Name, Seal, and Logos Policy

2.6 Marketing and College Communications Policies

2.6.1 College Advertising and Marketing Policy

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<tr>
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PURPOSE

The purpose of this policy is to ensure a consistent public image of Canisius College and to establish the authority for the approval of advertising and marketing collateral to external audiences on behalf of the college, its events, or its programs.

POLICY

Brand advertising for Canisius College, its events, and its programs that targets an external audience may only be created by the Office of Marketing and Communication and approved partners and agencies. Final authority as to the nature of the material to be published and the distribution of the materials is reserved to the appropriate Senior Leadership Team member. Internal communication must also adhere to the standards set forth in the Canisius Brand Guide as applicable.

Exclusions: Employment advertising placed by Human Resources and the Office of the Vice President for Academic, as well as posting information related to ongoing campus activities, events, and notices of interest exclusively for on-campus audiences on campus easels, etc. are excluded from this policy. Such advertisements, however, must adhere to the branding guidelines set forth in the Canisius Brand Guide as applicable.

DEFINITIONS

Advertising—any message created and displayed for the sole purpose of promoting the college, its events, or programs in any of the following mediums: national/local broadcast and cable TV, national/local radio, commercial Websites, consumer magazine print, newspaper print, trade professional magazine print, professional journals and newsletters (that accept paid advertising), outdoor signage (billboards), digital advertising including display, keyword search, paid social, texting and various forms of mobile advertising, (MW) : transit signage (subway and bus poster/cards, bus shelters, subway stop posters), recruitment posters, program reference guides, college student newspapers, sponsorships, and cross-promotion identification.

PROCEDURES/GUIDELINES

Advertising Requests

The Office Marketing and Communication must be contacted with any requests for advertising for the college, its events, and its programs. Contact Marketing and Communication for specific advertising needs.

Procedures for the Approval of Student Recruitment Marketing Materials
Recruitment of students is the responsibility of the Office of Admissions. Based on data provided by the Office of Research and Institutional Effectiveness and other sources, as well as participation from Academic Affairs, the Office of Admissions works with the Office of Marketing and Communication to develop recruitment and admissions marketing materials to ensure that they accurately reflect the college’s programs and admissions standards and that all student related data made public by the college is otherwise accurate and complete, including student achievement of learning and student persistence, retention, and completion data.

Note: The State of Maryland prohibits recruiting for online, distance learning.

Procedures for the Approval of Athletic Department Recruitment Materials

The NCAA has many rules governing the use of athletics-related printed materials for use in recruiting and distribution off campus. This includes media guides, posters, brochures, and other materials. Please contact the Canisius College Office of Athletics for any questions relating to the use of athletics-related printed recruiting material or Athletic logos.

Procedures for the Approval of All Other College Marketing Materials

All other, non-admissions or athletic recruitment related marketing materials targeting external audiences and purporting to represent Canisius College, its departments, offices, clubs/organizations, or programs must be produced under the direction of the Office of Marketing and Communication. Marketing and Communication will ensure that the materials are consistent with the college’s mission and objectives, as well as compliant with the guidelines set forth in the Canisius Brand Guide. Final authority as to the nature of the material to be published and the distribution of the publications is reserved to the appropriate area vice president.

RELATED POLICIES

Use of the College Name, Seal, and Logos Policy

Posting Policy for Flyers, Signs, Banners, and Table Tents

2.6.2 College Web Presence Policy

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PURPOSE

The purpose of this policy is to establish authority, responsibilities, and actions that assure that Canisius College’s presence on the world wide web supports and promotes the college’s mission.

POLICY

All aspects of the Canisius College web presence represent official communications from the college to the public and must adhere to college policies and standards regarding both content, branding, and technical structure.

Canisius College’s conduct policies—including all copyright rules and restriction on the use of written, graphical, video, and audio materials and data, and standards and requirements for acknowledgment of sources in academic work—as stated in the Canisius College Policy Manual and other applicable policy documents—must be met in all aspects of the College’s Web presence.

The Office of Marketing and Communication maintains governance authority for all website content and reserves the right to remove or modify content that is inconsistent with the college’s website standards.

DEFINITIONS

*Web Presence*—Encompasses any form of content that may be presented via the web or social media platform on college, college-affiliated, or individual or personal webpages or social media platforms.

*College Webpages*—any webpage or social media platform under the direct control of Canisius College that represent the official voice of the college to all internal and external audiences including prospective students, current students, alumni, employees, friends of the college and the general public.
**College-affiliated Webpages**—any webpages or social media platform developed, maintained or hosted by entities other than Canisius College but referenced or used by the college to conduct official business or represent the official voice of the college in accordance with the college’s mission.

**Individual Webpages**— any webpages or social media platform developed and maintained by college departments, work study students, or employees for the purpose of communication related to the department, work study student, or employee’s affiliation with the college and the college’s mission.

**PROCEDURES/GUIDELINES**

**Notification**

Individuals are requested to report violations of this policy to the Office of Marketing and Communication.

**Enforcement**

Office of Marketing and Communication staff may remove or modify any textual or multimedia content, webpages, or external links from college, college-affiliated, or individual webpages or social media platforms that violate college policies and standards, or local, state, federal, or international laws.

**Sanctions**

Marketing and Communication staff may refer violators of this policy to the appropriate administrators for disciplinary action.

**RELATED POLICIES**

- Use of the College Name, Seal, and Logos Policy
- Social Media Policy

### 2.6.3 Contact with Government Agencies Policy

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**PURPOSE**

The purpose of this policy is to establish policy guidelines and procedures governing official college interactions with state and federal legislators and governmental agencies by members of the college community.

**POLICY**

Subject to specific control by the Board of Trustees, all official interactions on behalf of Canisius College (including the college’s schools, departments, divisions, offices, centers, programs, etc.) with government offices, boards, agencies or legislators are subject to the direction of the college president or an authorized designee. Individuals seeking to officially interact on behalf of the college with such offices, boards, agencies or legislators must be authorized to do so by the president.

**Personal Contacts**

Contacts with government officials and staff of a personal nature, whether in writing or in person, must be made in the name of the individual making the contact and may in no way imply that the contact is being made on behalf of the college. College letterhead and email may not be used in presenting a personal view in such cases.

**Professional Contacts**

Professional contacts with government officials and staff, whether by letter, email, telephone, social media, or in person, must be done in the name of the individual making the contact or on behalf of the applicable professional society, and not on behalf of the college. Reference to affiliation with the college may be made as an aid to identification.
DEFINITIONS
Not applicable.

PROCEDURES/GUIDELINES

Invitations to Government Officials
The college president is to be informed in advance of invitations to government officials and/or their staff to visit any campus or facility of the college in their official capacity to ensure coordination with key college offices and awareness of political sensitivities.

Official Requests from Government and Accreditation Officials
When requests for information, expertise, resources, or visits are received from governmental officials and/or the staff for the purposes of gathering information and/or making assessments of college activities, college offices must notify the college president for assistance with the request, including coordination with relevant college offices, as appropriate.

Exclusions
Faculty and non-faculty researchers as well as staff in Institutional Advancement who are assisting government officials do not need to seek authorization from the college president prior to engaging in the following interactions: (a) the provision of policy expertise or testimony in the researcher’s field of expertise; (b) contact with program and grant/program officers to discuss prospective or ongoing governmental funding projects that have been, or will be, awarded through a competitive review process.

Members of the college’s faculty should be in contact with Institutional Advancement when approaching government officials regarding funding.

RELATED POLICIES
Political Activities and Speakers Policy
Standards of Ethical Conduct

2.6.4 Media Relations Policy

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PURPOSE
The purpose of this policy is to establish college policy, guidelines, and procedures pertaining to official college communications with members of the media.

POLICY
The president of Canisius College is the official public spokesperson on all matters of policy relating to Canisius College. No one other than the president may engage with the media unless so authorized by the Office of College Communications.

All media inquiries or calls must be referred to the Office of College Communications.

Canisius College has many contact points for internal and external constituents seeking information and referrals about college services, programs, and activities. It is difficult for individual departments to be aware of all aspects of college operations. Consequently, the Office of Marketing and Communication is responsible for all activities involving brand development, advertising, collateral production, digital and social media. The Office of College Communications is responsible for publicity, media relations, and creation of communication materials for internal and external audiences. The Office of College Communications provides centralized information and referral services for the college. In this role, the Office of College Communications and its designees are responsible for all contacts with print and electronic news media not involving College athletics, including direct personal contact, information relayed through news releases and other written communications, and the release of photographic and video images of the college. As the college’s primary liaison with local, regional, national, and international media for all non-athletic department content, the Office of College Communications provides accurate information and coordinates communications with campus-based and external media. It also provides public information support and advice to all employees, including faculty.
The Office of College Communications and its designees also assists the president in responding to and initiating media contacts and will, under the president’s direction, disseminate any statements of policy.

The Office of College Communications may call upon certain administrative and academic personnel to issue information in an attempt to ensure accuracy or expert commentary on particular matters. In those cases, the Office of College Communications will assist, in an appropriate manner, those so designated.

All media inquiries must be referred to the Office of College Communications. The Office of College Communications will determine who is best to represent the College as an expert.

Requests for media interviews with coaches and student-athletes pertaining to pre- or post-game athletics activities are coordinated through the Office of Athletics and/or at the coaches’ discretion. Media representatives seeking interviews with athletics personnel can contact the assistant athletic director of athletics for sports information and operations.

DEFINITIONS

Issues of General College-wide Impact or Significance—are issues regarding Canisius College, individual members of the college community, or higher education policies and trends. Examples may include, but are not limited to: a campus crisis or emergency, student or employee issues, financial matters, or campus infrastructure.

Media—the various means of mass communication as a whole, include, but not limited to: television, radio, magazines, newspapers and web/electronic outlets, social media, together with the people involved in their production.

PROCEDURES

News Releases

The Office of College Communications promotes the college and its schools and departments regarding special accomplishments, events and activities, programs and plans. All news releases intended for off-campus or external audiences must be issued and disseminated through the Office of College Communications.

Requests for Photographs and Video

The Office of College Communications maintains a large number of still images and a growing video library of campus scenes, landmarks, and events. Any requests from news organizations or other media for photographic images, including video, must be directed to that office. In some cases, a formal Release Form may need to be completed.

Media Solicitation

Since positive media solicitation is an integral element of the college’s communications program, any ideas for articles or pieces that would positively portray the college, its work or its community should be directed to the Office of College Communications. In a similar manner, the Office of College Communications should be notified about negative occurrences that are likely to rise to the level of a news story.

Guidelines for communicating with the media include the following:

- Obtain the name of the person inquiring, the media organization and, if available, the anticipated time of release of information in the print, online or broadcast outlet. This information should be included when the notification is made to the Office of College Communications;
- Inform the individual that a member of the college communications team will follow up regarding the inquiry. Promptly contact the Office of College Communications with all information;
- Do not offer speculations or gossip;

RELATED POLICIES

Crisis Response Plan TBA

2.6.5 Photography, Digital Recording, and Filming Policy

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PURPOSE
The purpose of this policy is to clarify under what circumstances photography, digital recording, and filming on the Canisius College campus is permitted.

POLICY

Photography and Filming by Outside Businesses and Hobbyist
Outside businesses (e.g., media professional photographers or videographers, organizations, and companies) and hobbyists occasionally seek authorization to film or photograph a particular site or building at Canisius College’s campus. Any requests for filming and/or photography by outside businesses and hobbyists on college property must be submitted in writing to the Office of College Communications, which reviews them in consultation with the college president, to determine whether they are compatible with the college’s mission and goals. The Office of College Communications reserves the right to deny requests that reflect negatively on the College or will interfere with its routine operations. The Office of College Communications in consultation with the appropriate member of the Senior Leadership Team then makes the final determination on whether requests will be accommodated.

Individuals receiving a request for filming or still photography on campus must direct the individual to the Office of College Communications.

Amateur Photography and Filming by College Community Members and Guests
Amateur photography, recording, and filming by members of the college community and their guests at college-sanctioned events considered open to the public (i.e., commencement) is generally permitted provided the consent of the subject(s) has been obtained. Consent is not required when the individual is photographing, recording, or filming general crowd shots of an event. Otherwise, such activities must be conducted in a non-disruptive manner and in compliance with applicable college policies.

Photography Consent

Current students, faculty, staff, and alumni of the College: Canisius students, faculty and staff are advised that the Office of College Communications takes photographs and video recordings throughout the year in various locations on and off campus. These photographs and video recordings often include the names, images, voices, and likenesses of Canisius students, faculty and staff. Canisius reserves the right to use these photographs and videotapes as part of its publicity and marketing efforts without the expressly-written consent of the above-mentioned individuals. Additionally, students who enroll at Canisius do so with the understanding that these photographs and videotapes might include their names, images, voices and likenesses, and such photographs or videotapes might be included, published, or used in Canisius publications including print, broadcast, or electronic media, for publicity, commercial, or marketing purposes. Enrollment at Canisius constitutes students' consent to the inclusion, publication, or use of their names, images, voices, and likenesses, taken while enrolled at Canisius, for publicity, commercial, promotional or marketing purposes, with unlimited use and for an unspecified time period.

Individuals who are not Canisius students, faculty or staff: Photographs and video recordings taken by Canisius staff that include the names, images, voices and likenesses of individuals who are not Canisius students, faculty or staff may only be used for publicity, commercial, promotional or marketing purposes after a signed consent form from those individuals is obtained.

Use of photos and video recordings supplied by students and/or faculty: Any photographs or video recordings supplied to the Office of College Communications by students, faculty, staff, alumni, friends of the college or contractors become the property of Canisius College and may be used freely for publicity, commercial, promotional or marketing purposes, provided the subject’s consent (if required) has been obtained.

DEFINITIONS

Filming and Digital Recording—the capturing of moving or still images of college property by any means on any media now known or that may be invented in the future including, but not limited to, film, videotape, digital memory, or any electronic transmission to another medium or to the Internet.

Photography—the capturing of still images onto any compatible medium, or posting to the Internet, by any means or devices now known or that may be invented in the future including, but not limited to, film cameras, digital cameras, electronic devices such as personal computers, mobile phones, iPads, etc.

PROCEDURES/GUIDELINES

Conditions of Approval
Regardless of the type of photography, recording, or filming requested by an outside business or hobbyist, if the request is granted approval, the approved entity may only photograph, record, or film in those areas and during the time frames authorized by the Office of College Communications. In addition, individuals must obtain the permission of the subjects of their photography, recording, or filming.

Prior to the date of the shoot, the Office of College Communications will be responsible for: (a) assuring an individual employed by the college is in attendance when the individual, group, or organization makes use of the college facility or grounds; and (b) notifying Public Safety and other college departments of the upcoming shoot.

RELATED POLICIES
Not Applicable.
### 2.6.6 Social Media Policy

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**PURPOSE**

The purpose of this policy is to establish the college’s policy, guidelines, and procedures for creating and approving content pertaining to Canisius College (including the college’s schools, departments, divisions, offices, centers, programs, series, etc.) on any publicly available website or social media platforms. In addition, guidelines are provided to the general campus community regarding personal use of social media.

**POLICY**

Canisius College’s official presence on social media platforms is overseen by the Office of College Communications. Websites and/or accounts that purport to represent information as Canisius college (including the schools, departments, divisions, offices, centers, programs, series, etc.) on any publicly available Website or social media platforms must be approved by and coordinated with the Office of College Communications.

Websites/providers or social media platforms that host unauthorized accounts using identification as Canisius College or its subdivisions—in name or image, including the college seal or its logos—will be contacted for immediate removal of accounts.

**DEFINITIONS**

*Social Media*—includes the various online technology tools that enable people to communicate easily via the Internet to share information and resources. Social media can include blogs and social networking sites like Facebook, Twitter, Instagram, YouTube, and LinkedIn. Any web application, site, or account maintained by Canisius College that facilitates an environment for employees, students, and alumni to share information and opinions in an interactive way is included in this definition.

**PROCEDURES/GUIDELINES**

**College Use of Social Media**

**Notification**

Individuals are requested to report violations of this Policy to the Office of College Communications.

**Enforcement**

The Office of College Communications is responsible for the appropriate enforcement of this policy.

**Sanctions**

Office of College Communications staff may remove any textual or multimedia content, webpages, or external links from college websites or other social media formats that violate college policies and standards, or local, state, federal, or international laws. In addition, ITS staff may refer violators to the appropriate administrators for disciplinary action.

**Personal Use of Social Media**

**College Employees**

In using social media as part of the employee’s personal life, employees should refrain from presenting personal opinions in ways that imply endorsement by the college. If posted material may reasonably be construed as implying the support, endorsement, or opposition of the college with regard to any personal statements, including opinions or views on any issue, the employee should make clear that he or she is speaking for oneself and not as a representative of the college.

In addition, an employee’s personal use of social media or electronic postings should be consistent with college policies. Examples of postings that are contrary to college policy include, but are not limited to the following:

- Unlawfully discriminatory or harassing behavior, including but not limited to sexual or gender-based misconduct, against a member of the college community;
• Posting of materials or information in violation of the college’s confidentiality or student record policies or provisions protecting trade secrets contained in any college confidentiality agreement, contract, and/or grant;
• Posting that unlawfully defame or disparage the college, its employees, students, or work product;
• Non-approved use of the college’s name or the posting of the college’s seal, logo, trade and service marks, monograms, or images; and
• Any violation of the Standards of Ethical Conduct.

In response to concerns or complaints or information provided by individuals, college administrators may look up profiles on social networking sites and may use the information in informal or formal disciplinary proceedings.

Students

Canisius College students must be concerned with any behavior that might reflect badly on themselves, their families, and the college. Such behavior includes any activities conducted online.

Students users must understand that any content they make public via online social networks or digital platforms (i.e., cell phones, mobile devices, laptops, tablets, etc.) is expected to follow acceptable social behaviors and also to comply with federal and state government laws and college policies, procedures, rules, and regulations, including the Community Standards. Because social networking sites are part of the public domain, students should make use of any available privacy settings, and as a general rule should avoid posting sensitive personal information such as a home address, phone number or birth date. Students should also be aware that inappropriate conduct online could negatively impact their personal, academic and professional lives if viewed by college personnel, employers or potential employers, internship supervisors, scholarship committees or admissions committees. If inappropriate conduct is deemed a violation of any law or regulation, disciplinary and/or law enforcement action may be taken. Examples of misconduct include, but are not limited to, derogatory language about any member of the college community; demeaning statements about or threats to any third party; and incriminating photos or statements depicting hazing, Unlawfully discriminatory or harassing behavior, sexual or gender-based misconduct, vandalism, stalking, underage drinking, and illegal drug use.

Student Athletes

Participation in intercollegiate athletics at Canisius College is a privilege, not a right. While the Athletic Department does not prohibit student-athlete use of online social network sites and/or digital platforms, it must be understood that the high standard of integrity expected of student-athletes on the field also extends to areas off the field, such as comments and postings made to Internet sites. The Athletic Department reserves the right to take action against currently enrolled student-athletes engaged in online behavior that violates National Collegiate Athletic Association (NCAA), Athletic Conference, or College, Athletic Department, or team policies, rules, and regulations. This action may include education, counseling, team suspension, termination from the team, reduction or non-renewal of any athletic scholarships, disciplinary sanctions or involvement of law enforcement agencies.

RELATED POLICIES

Acceptable Use of College Computer and Network Systems Policy

College Web Presence Policy

Standards of Ethical Conduct

2.6.7 Use of the College Name, Seal, and Logos Policy

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PURPOSE

The purpose of this policy is to protect and control the use of the college’s name, seal, and logos, and to protect the integrity of the college’s identity.

POLICY

The Canisius College name, seal, and logos, including the intercollegiate athletics logo, are trademarks of the college and are controlled and protected by the college. All use of the College name, seal or logos of Canisius College must be authorized by the Office College Communications in accordance with the policy guidelines and procedures set forth in this policy and adhere to the branding and visual identity guidelines presented in the most recent version of Canisius Brand Guide.
DEFINITIONS
Not Applicable.

PROCEDURES/GUIDELINES

Canisius College Logo & Seal

The Canisius logo and seal represent the college at the very highest level and is vitally important to the college's brand. They act as a signature, an identifier, and a stamp of quality. It is, and should always be, the most consistent component in college communications. In order to maintain this consistency, a few simple guidelines should be followed. The Canisius logo or seal should never be recreated or typeset. Only official logo or seal files should be used in college communications. Official logo and seal files can be downloaded here. The Canisius logo, as shown in the Canisius Brand Guide serves as the campus’ primary logo and trademark. To protect the value of the Canisius identity, it is important to use the logos as presented in in the Canisius Brand Guide without modification.

Other campus trademarks may appear on merchandise produced by vendors specifically licensed to reproduce these trademarks. With the exception of athletic trademarks, all products bearing Canisius College trademarks must follow guidelines established in the Brand Guide and be ordered from a college-approved manufacturer. The Office of College Communications must be consulted when ordering promotional items. Use of athletic trademarks must be approved by the Athletic Department.

For more information on the logo or for questions regarding logo usage, see below or contact the Office of Creative Services, at ext. 2781.

Commercial Uses

Canisius College’s name, seal, and logos are the exclusive property of the college and, consequently, may not be used in connection with goods or services offered by any outside organization without the prior permission of the Office of College Communications. Similarly, the college’s trademarks cannot be used to endorse any product or service, either explicitly, or implicitly, without the permission of the Office of College Communications.

Use by Members of the Campus Community

Members of the campus community, either individually or collectively, may not officially use the name, seal, or logos of Canisius College in any activity outside the regular work of the college. Violation of this policy is subject to appropriate disciplinary action.

Members of the campus community publish a considerable number of reports in the form of bulletins, circulars, scientific articles, monographs, and books, some of which are copyrighted and others of which are not. Members of the campus community wishing to use the College’s logos on books, journal articles, and conference presentations must obtain permission from the Office of College Communications. Requests for use of trademarks associated with intellectual property owned by the college, such as academic research, must also be addressed to the Office of the Vice President for Academic Affairs.

The official college logo must be used on communications issued in the college’s name. This includes all brochures, postcards, booklets, and similar items issued by individual offices or departments. The college relies on the logo as the single graphic element which, when used universally, establishes a consistent visual identity for the entire institution. Use of the logo also ensures that the correct, complete name of the college appears on all official Canisius College communications (e.g., stationery items, brochures, websites). To protect the value of the Canisius identity, it is important to use the logos and seal as presented in Canisius Brand Guide without modification.

Consistent with the Jesuit philosophy of education and the mission of the college, the Canisius College intercollegiate athletics program strives for excellence in academics, athletics, leadership, and service to others while embracing the principles of good sportsmanship, ethical conduct, and equity in opportunity. Canisius College athletic logos may only be used for official athletics communications. For help determining where to use them, contact the Assistant Athletic Director at 716-888-8265 or GoGriffs.com.

Use of the Canisius College seal is restricted to official college documents and certificates of merit used by the college. For help determining where to use the Canisius seal, contact the Office College Communications, at ext. 2781.

Use of College Stationary

General stationery (i.e., letterheads, envelopes, and business cards) has been developed for use by all departments. One- or two-sided options are available depending on the department’s budget. Official letterhead must include the approved, complete department title. This stationery may be ordered through the Dupli storefront. In addition, formal stationery consisting of letterheads, envelopes and business cards have been developed for formal communications, featuring the official Canisius seal and the Office of the President insignia. This stationery is reserved for use on the College’s most official communications, including the Office of the President. Individual academic departments may not use this stationery. Refer to the Brand Guide for additional information.

Notification

Individuals are requested to report violations of this policy to the Office of College Communications.

Enforcement

The Office of College Communications is responsible for the appropriate enforcement of this policy.

Sanctions
Students and employees who violate the provisions of this policy are subject to disciplinary action pursuant to the college’s applicable disciplinary policies. In addition, individuals and entities that use the college’s trademarks without permission are subject to civil and criminal penalties pursuant to trademark law.

RELATED POLICIES

Use of the College Name, Seal, and Logos Policy