

SCHEDULE B

QUEEN'S UNIVERSITY TRADEMARKS

1. **Queen's University Logo**

May be reproduced in the official Queen's colours: (Pantone 187 red, Pantone 295 blue and Pantone 124 gold) or black and white.

2. **Queen's University Coat of Arms** See #3

3. **Queen's University Ceremonial Flag**

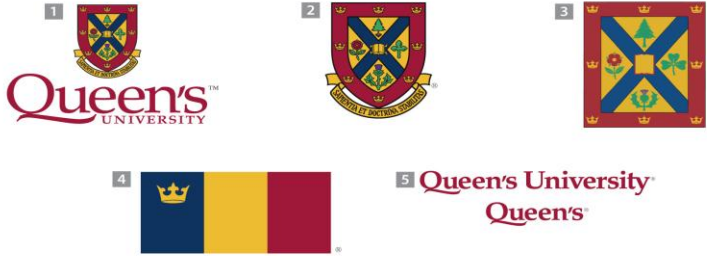
The University Coat of Arms and the Ceremonial Flag on their own are reserved for official university use and may not be reproduced in any form or under any circumstances without special approval.

4. **Queen's University Flag**

May only be reproduced in the official Queen's colours: (Pantone 187 red, Pantone 295 blue and Pantone 124 gold).

5. **General wordmarks**

The registered words 'Queen's' and 'Queen's University' are marks of the University despite the particular style in which they are printed or used. For official use, it is recommended that they be used in the Queen's/ Palatino typeface.



6. **Queen's Athletics & Recreation Logo**

For more information on the Queen's Athletics & Recreation visual identity, its licensing and its use please contact the Manager of Marketing, Communications and Events at 613.533.3326 or manager.mce@queensu.ca

7. **Queen's University Alumni Logo**

For more information on the Alumni Association visual identity, its licensing and its use please contact the Alumni Relations Office at 613.533.6000 extension 78691.



TRADEMARK STYLE REQUIREMENTS

- Queen's University's name, trademarks and images should be used in good taste and appear only on high quality approved products that are produced under humane and non-exploitative conditions.
 - The university's name, trademarks and images should not be used in any way that will discriminate against any persons or groups based on age, ancestry, belief, colour, creed, disability, national origin, race, religion, sex, sexual orientation, or in any other way that would be a violation of the university's values.
 - The university's name, trademarks and images should not be associated with any activity, product or image that harms or tarnishes the good academic name, image and reputation of Queen's University.
 - The university's trademarks are not to be used in the name of a business, logo, in advertising services or on a product in a way that could state or imply an endorsement.
 - The university reserves the right to decline products or art designs not in keeping with the image and reputation of the university.
 - If the university marks are used in conjunction with another entity's marks, approval must be granted from each entity.
1. Trademarks cannot be distorted. A distortion is considered to be anything other than the trademarks as registered.
 2. Substitutions of elements of a trademark are not permitted.
 3. The trademarks must be clear and distinct, presented in ample open space, separated from distracting elements and not dominated by other design elements.
 4. The trademarks must not be used as part of a design element nor may they be overprinted or combined with other designs.
 5. The trademarks should not be placed at an angle nor enclosed in a shape.
 6. The trademarks must not be printed on a visually conflicting background, nor should they span two or more adjacent colour areas.
 7. Trademark artwork may be reduced or enlarged – the official Queen's logo must work with established minimum size guidelines of 1" in width (see page 14 of the Queen's University Visual Identity Guide).
 8. The names "Queen's" and "Queen's University" are trademarks regardless of font. For official use they should be set in Palatino/ Queen's font.
 9. Proportional changes and photo distortion of the trademarks are not permitted.
 10. The trademarks must be reproduced with care: coarse screening, inferior mechanical reproduction, substandard processing or use of a mediocre original may result in loss of detail.