Student Group Identification

Club, Society, Association Naming and Logo Design Guidelines – August 2025

Queen's UNIVERSITY

Queen's University Student Group Identification

Student groups and initiatives are an important part of Queen's student experience.
Group names and logos should clearly identify them as a student group of Queen's University in text while visually demonstrating their unique mission, purpose, or focus through graphics.

Audiences look to logos and branding for information about an organization or group. Queen's University and its sub-brand trademarks are the mechanism used to identify official university administrative and academic units and initiatives. Any logo designs that are similar to Queen's official trademarks or that pull elements from these marks, can create confusion for audiences and diminish the consistency and effectiveness of the Queen's brand. **The review and approval of student group logo designs is part of the program in place to protect and elevate Queen's University's brand reputation.** Students, staff, faculty, and alumni all benefit from a strong brand reputation for Queen's University.

This process also serves to **provide student groups with the guidance and support needed to effectively identify themselves and achieve their communications goals.**

Queen's University Trademarks

Queen's University owns a number of legally protected trademarks including **logos, lockups, wordmarks, graphics, and designs** as well as trademarked **words**. These words are trademarks regardless of the font used.

Queen's University's trademarks include, but are not limited to, the examples to the right. Note that all logos are available in a range of orientations, variations, and colourways. For the complete list of trademarks owned by the university, please refer to the Canadian Intellectual Property Office.

The university name must always be correctly written with an apostrophe. Use of the word "Queens" without an apostrophe is also protected and requires trademark approval.

Student groups are not permitted to use Queen's University trademarked logos, graphics, or any extracted element from these logos/graphics in their logo or communications.

Use of the university or a sub-brand name in a student group name/logo must be approved by the Brand Team and/or the sub-brand Marketing and Communications Department.

Logos and Wordmarks (current and past, all versions, orientations, colours)

Queen's University

SMITH ENGINEERING Queen's University

Smith SCHOOL OF BUSINESS Queen's University

Queen's University

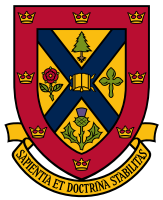
GAELS

QUEEN'S

Q

Queen's Alumni

Graphics and Designs



Words (regardless of font)

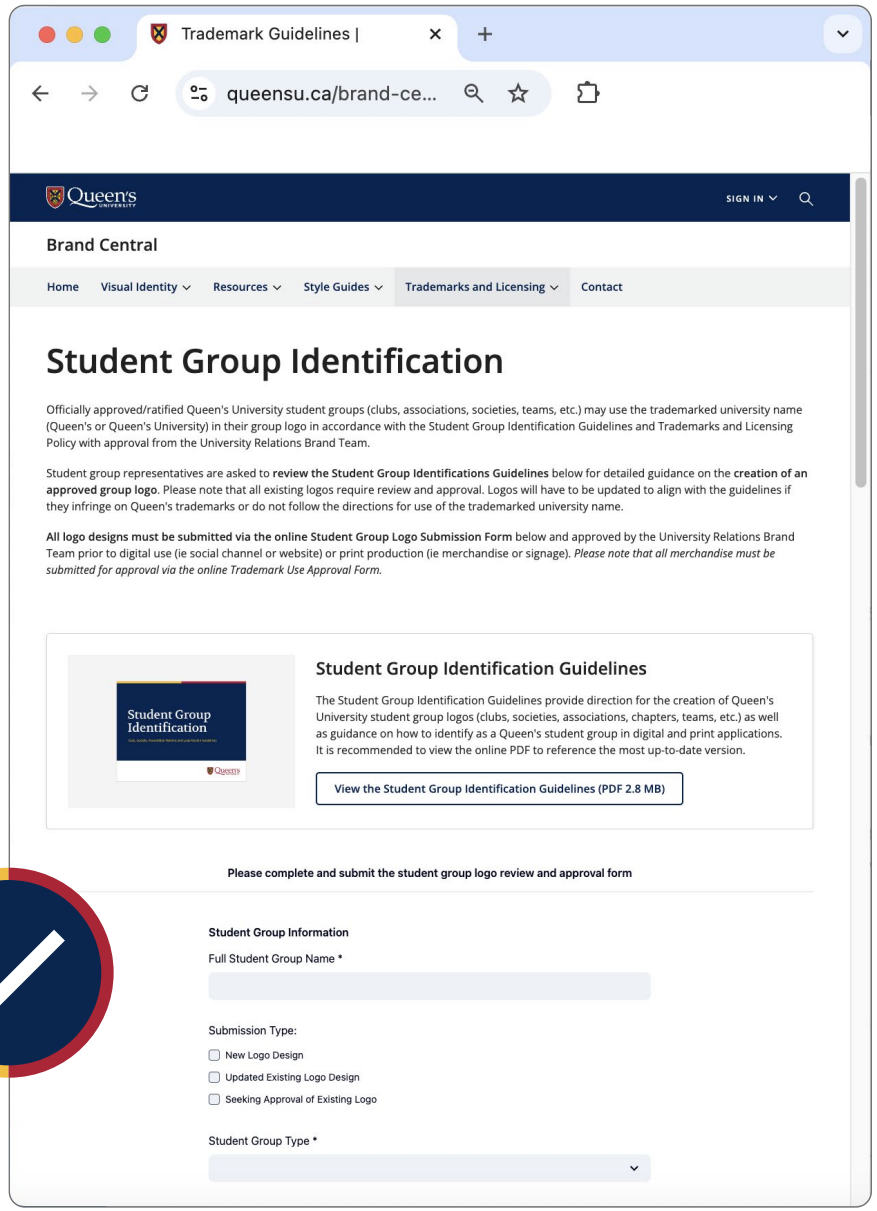
Queen's
Queen's University
Tricolour
Gaels
Golden Gaels
ARC
Boo Hoo

Student Group Name and Logo Approval Process

Officially approved/ratified student groups wishing to **use of the university or a sub-brand faculty/school name** in their club, society, association, chapter, team, or initiative name **must receive approval** from the University Brand Team and/or the sub-brand Marketing and Communications Department.

Student group logo design must follow the criteria and guidelines outlined in this document in order to clearly differentiate from university administrative and academic units and protect the Queen's brand.

Please submit your student group name and logo design for feedback and approval from the University Relations Brand Team through the online Student Group Logo Approval Form prior to use.



Student Group Naming

Queen's University student group naming and identification must align to the following guidelines:

Officially approved/ratified student groups wishing to **use of the university or a sub-brand faculty/school name** in their club, society, association, chapter, team, or initiative name **must receive approval** from the University Relations Brand Team and/or the relevant sub-brand Marketing and Communications Department.

Examples of words requiring approval include:

- Queen's
- Queen's University
- QU
- QueensU
- Smith
- Smith Engineering

The university name cannot be misspelled by removing the apostrophe.

Student group names cannot be confused for official Queen's University faculties, schools, departments, programs, groups, or initiatives. For this reason, student groups that use the university or a sub-brand faculty/school name **must use a qualifying term in the group name and logo design that clearly identifies the group as a student initiative.**

Examples include:

- Club
- Student Society
- Student Association
- Chapter
- Team
- Student Network
- Student-led Initiative
- Undergraduate Publication
- Student-run Conference

Student group names used in logo design and in digital (ie web and social) and print (ie merchandise and signage) applications must follow the **guidelines and approvals outlined on the following pages**.

Student Group Logos – Design Don’ts

Officially approved/ratified student groups who have been given permission to use the university or a sub-brand faculty/school name must adhere to the following criteria for their logo design in order to clearly differentiate from university administrative and academic units and protect the Queen’s brand:

DO NOT incorporate Queen’s University trademarked logos, wordmarks, or graphics into student group logos or applications.

DO NOT extract any portion of trademarked Queen’s University or sub-brand logos or wordmarks and use them alone or in another logo or design. This includes the crowns, shield shape, internal symbols, swash Q, and graphic icons.

DO NOT use the Queen’s brand fonts: Palatino, Gotham Screensmart, and Volkhov in student group logo design.

DO NOT create a logo that emulates or is confusingly similar to Queen’s University and sub-brand logos, lockups, or branding.

DO NOT use a Q that has an open shape, that is not clearly identifiable as a Q, or with a disconnected or long ‘swash’ tail.

DO NOT manipulate or illustrate the trademarked university name or use an overly complex/decorative font.

Student Group Logos – Design Do's

Officially approved/ratified student groups who have been given permission to use the university or a sub-brand faculty/school name should apply the following guidelines to create a successful logo design that is more likely to be approved for use.

DO create a unique logo that visually communicates the mission, purpose, or focus of the student group.

DO use one or more of the **university brand colours** to bring a visual connection between the student group and Queen's University.

Dramatique
QUEEN'S UNIVERSITY
DRAMA CLUB

DO use a simple and easy-to-read font for the university or sub-brand name in student group logo design.

QUEEN'S GROUP

Queen's Group

QUEEN'S GROUP

DO include the most relevant **qualifying term** that clearly identifies the group as a student initiative.

Queen's University
Debate Club

DO use a Q with a standard, closed shape, and a clear angled tail that extends from the bottom right of the round.

Q Q
Q Q

DO ensure that the student group logo design aligns with the university's academic mission and values, having a positive impact on Queen's University's brand and reputation.

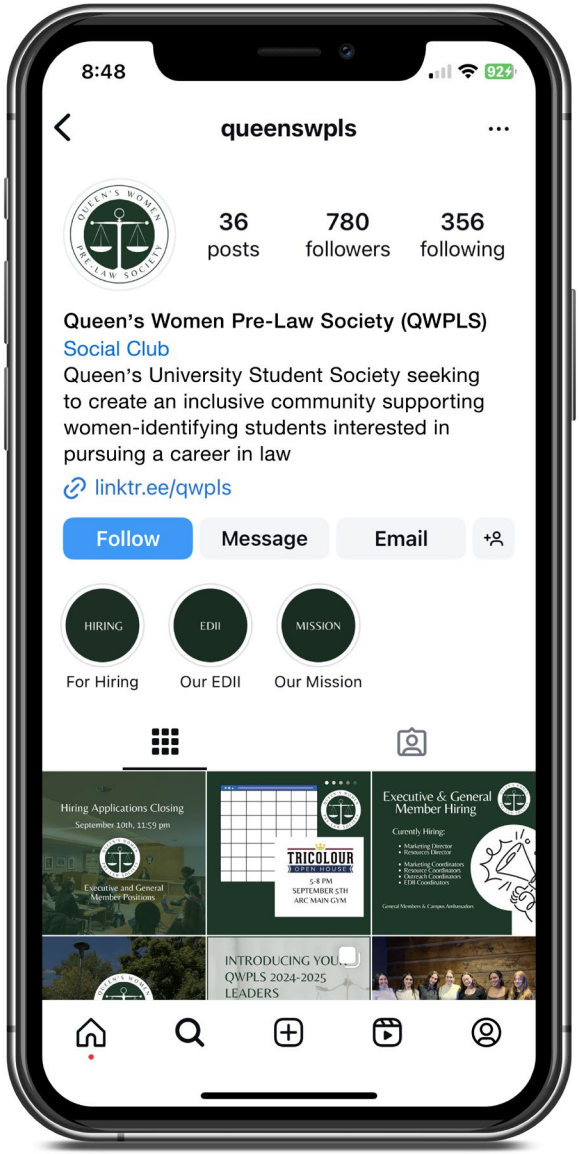
Student Group Identification on Social Media

All official Queen's University students groups should identify themselves as such by incorporating the following in their **social profile bio**:

- **full university name** (Queen's University)
- **most relevant qualifier text explaining the group type and including the word student:**
  - Queen's University Student Club
  - Queen's University Student Society
  - Queen's University Student Association
  - Queen's University Student Team
  - Queen's University Student-run Conference
  - Smith Engineering Student Club at Queen's University
  - Queen's University Chapter (for national, international initiatives)
- **a short summary of the group's purpose, mission, or area of focus**

Club names should spell out the official club name in full with frequently used acronyms in brackets after the name or in the bio.

Profile pics should feature the approved club logo or the graphic potion. Queen's University logos, graphics, and any extracted element from the trademarked logos and graphics cannot be used anywhere on student group social channels.



University Brand Colours

Queen's University is widely recognized for its unique **Tricolour palette of blue, gold, and red**. These three colours used in combination are the essence of the Queen's brand and are designated as the primary colours.

Using one or more of the Queen's primary colours helps connect student group logos and applications to the Queen's brand.

PMS and CMYK: Print

PMS colours are determined by the PANTONE® Matching System, a tool used to consistently reproduce colours. They are utilized for jobs printed with specially matched inks. CMYK values are utilized in 4-colour process printing using cyan, magenta, yellow, and black.

RGB and HEX: On-screen

RGB values and HEX codes are used for digital or online applications including presentations, websites, social media, and digital ads.

Primary Colours

Queen's Blue

PMS	295
CMYK	100, 63, 0, 67
RGB	0, 36, 82
HEX	#002452

Queen's Gold

PMS	124
CMYK	0, 29, 100, 1
RGB	250, 189, 15
HEX	#fabd0f

Queen's Red

PMS	187
CMYK	0, 100, 74, 26
RGB	185, 14, 49
HEX	#b90e31

Secondary Colours

White

CMYK	0, 0, 0, 0
RGB	255, 255, 255
HEX	#ffffff

Lightest Grey

CMYK	0, 0, 0, 5
RGB	241, 242, 242
HEX	#f1f2f2

Light Grey

CMYK	0, 0, 0, 10
RGB	230, 231, 232
HEX	#e6e7e8

Grey

CMYK	0, 0, 0, 20
RGB	209, 211, 212
HEX	#d1d3d4

Medium Grey

CMYK	0, 0, 0, 40
RGB	167, 169, 172
HEX	#a7a9ac

Dark Grey

CMYK	0, 0, 0, 60
RGB	128, 130, 133
HEX	#808285

Darkest Grey

CMYK	0, 0, 0, 80
RGB	88, 89, 91
HEX	#58595b

Black

CMYK	0, 0, 0, 100
RGB	33, 33, 33
HEX	#212121

Light Limestone

PMS	401
CMYK	28, 25, 28, 3
RGB	180, 174, 168
HEX	#b4aea8

Limestone

PMS	403
CMYK	39, 36, 40, 14
RGB	144, 137, 130
HEX	#908982

Dark Limestone

PMS	405
CMYK	49, 47, 51, 32
RGB	106, 98, 92
HEX	#6a625c

Student Group Merchandise

Queen's University student groups can create merchandise representing their club, society, association, or team that includes their approved club logo or name.

A mock-up of each piece of student group merchandise must be submitted for feedback and approval by the University Relations Brand Team prior to production via the online **Trademark Use Approval Form**

All merchandise must be produced by one of Queen's University's **Licensed Supplier.**

Merchandise created by a faculty, school, or department student council to represent an academic area of study, must reflect the approved design options available in one of the following documents:

- **Queen's University Branded Merchandise Catalogue and Guide**
- **Smith Engineering Merchandise Catalogue**
- **Queen's University Branded Merchandise Program-specific Design Option Compilation PDFs** prepared for each faculty, school, department, and program by the University Relations Brand Team. Contact the Brand Team to access the PDF outlining your program's design options.

Trademarks and Licensing Policy

Trademark and Licensing Policy

Protection Overview

Queen's University owns a number of identifying marks, the use of which is **strictly controlled and protected under the Trademarks Act of Canada.** As outlined on the previous page, **Queen's legally protected trademarks** include but are not limited to: logos, lockups, wordmarks, graphics, flags, coat of arms, mascot, tartan design, and trademarked words. The words are trademarks regardless of the font or design applied.

Queen's brand and trademark protection extends beyond print and digital applications that include a clearly identifiable trademark to:

- Words or characters that are close to the trademarked words or clearly representative of Queen's University (ie Queens, QueensU, QU, Q)
- Any words, phrases, or designs that borrow from or suggest the Queen's brand (ie Cha Gheill, Oil Thigh, crowns, tams, red, gold, and blue designs)
- Any merchandise sold or distributed on Queen's University properties (physical or digital)
- Any merchandise sold or distributed by a Queen's-affiliated group or individual to the Queen's community
- Any un-branded merchandise sold or distributed along-side trademarked or brand-affiliated merchandise (falling under one of the above categories)
- All signage appearing on Queen's properties

The brand guidelines to promote positive university reputation apply to retailer marketing and communications including merchandise, signage, printed materials, websites, social media, emails, newsletters, advertising and promotions, in-store or sales displays.

Trademark and Licensing Policy

Merchandise Approval

Only officially recognized campus retailers, student retailers, faculties, schools, departments, units, groups, and student class representatives of Queen's University are permitted to use university trademarks once written approval has been received from the University Relations Brand Team.

Queen's University and Smith Engineering **branded merchandise design is completed by the University Relations Brand Team.** The available artwork and guidelines are presented in the **Queen's University Branded Merchandise Catalogue and Guidelines** and the Smith Engineering Merchandise Catalogue. Smith School of Business, Queen's Gaels, and Queen's Alumni merchandise are all exclusively designed and distributed by their respective administrative departments.

All branded merchandise ordered for the purpose of promotion, distribution, or sale including un-branded merchandise to be offered, distributed, or sold along-side Queen's branded merchandise, **must be submitted for approval via the Merchandise Approval Form.** Those submitting merchandise for approval should ensure that they have thoroughly reviewed the relevant merchandise catalogue and are **only submitting merchandise that is in alignment with the standards, values, and academic mission of the university**.

Formal written approval must be received from the University Relations Brand Team on each order/use prior to production/use.

Queen's University (through University Relations, University Secretariat, and Legal Counsel) reserves the **right to decline** products, designs, or trademark use not in keeping with university values, mission, guidelines, or strategies in the sole and unfettered opinion of the University. Decisions made under this Policy are not appealable or reviewable by any person or body.

Trademark and Licensing Policy

Standards of Trademark Use and Merchandise Approval

The following standards for trademark use and merchandise approval apply to all merchandise (with or without the inclusion of a Queen's trademark or branded element) ordered for the purpose of promotion, distribution, or sale including un-branded merchandise to be offered, distributed, or sold along-side Queen's branded merchandise.

- Queen's University's visual identity, name, trademarks, and brand must be used in good taste and appear only on high-quality approved products and applications that **promote positive brand reputation and the university's academic mission.**
- The university's name, trademarks, and brand **cannot be associated with any activity, product, or image that detracts from or tarnishes the good name, image, and reputation of Queen's University**, in the sole and unfettered opinion of the University.
- Merchandise product selections, designs, and messaging including merchandise to be offered, distributed, or sold along-side Queen's branded merchandise, **cannot be associated with the consumption of alcohol or substances, illegal activity, be political in nature, or be associated with any activity, product, or image that detracts from or tarnishes the good name, image, and reputation of Queen's University**, in the sole and unfettered opinion of the University.
- The university's name, trademarks, and brand **cannot 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, gender, gender identity, or in any other way that would be a violation of the university's values.
- Queen's trademarks **cannot be used** with the name of a business, logo, in advertising services, or on a product **in a way that could indicate or imply an endorsement**. Branded merchandise **cannot infringe or borrow from any other individual or organization's trademarks** or intellectual property.
- Negative or comparative **references to other colleges or universities**, overt or implied, are not permitted.
- If the university marks are used in conjunction with **another entity's marks, approval must be granted** from each entity and Queen's University Relations.
- **Merchandise imagery and marketing** (print, digital, web, social, in-store or sales event signage and applications) must reflect Queen's University's diverse community and follow all of the same guidelines described above for the merchandise itself.
- All merchandise must be produced under **legal and fair labour conditions** in accordance with the Queen's University Trademarks and Licensing Code of Conduct. Queen's is a member of the Workers' Rights Consortium (WRC).

Trademark and Licensing Policy

Production

All Queen's University branded and/or trademarked merchandise must be produced by an official licensed supplier under legal contract with the University. Licensees are contracted to follow the guidelines for use prescribed in the visual identity guide, merchandise catalogue(s), trademark licensing agreement, and in the agreement's code of conduct to ensure that the Queen's name, trademarks, and images are used in good taste and are manufactured under humane and non-exploitative conditions.

Non-exclusive licenses to manufacture and sell Queen's trademarked and/or brand-affiliated merchandise are granted through the University Relations Trademarks and Licensing Office.

As a matter of policy, licensed suppliers are contracted to pay the university royalty fees on all trademarked merchandise produced for the purpose of sale by themselves or other approved retailer/seller. Royalties fall under the terms of the licensing agreement. The University Relations Brand Team provides written confirmation in circumstances in which royalties do not apply.

Note that **print materials and signage** must be produced by one of the preferred suppliers approved by Queen's Strategic Procurement Services or the signage suppliers on the trademarks licensed supplier list.