

## SCHEDULE B

### QUEEN'S UNIVERSITY TRADEMARKS

Queen's University's trademarks include, but are not limited to, the marks below. For a complete list of trademarks owned by the University, please see [Canadian Intellectual Property Office](#).

1. **Queen's University Logo**

May only 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 Word Marks**

The registered words 'Queen's', 'Queen's University' and 'Tricolour' are marks of the University despite the particular style in which they are printed or used.

6. **Athletics & Recreation (A&R) Logo and General Word Marks**

The Athletics & Recreation logo and registered words 'ARC', 'Gael's' and 'Golden Gaels' are reserved for A&R use and may not be reproduced without special approval.

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

The Alumni logo is reserved for Alumni use and may not be reproduced without special approval.



## TRADEMARK USAGE REQUIREMENTS

- Only authorized departments, divisions, groups and individuals of the University are permitted to use Queen's University trademarks
- 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.

Queen's University will not approve the use of its trademarks marks in conjunction with certain types of products. These include, but are not limited to:

- Alcohol products
- Tobacco products
- Illegal drugs products
- Inherently dangerous products, including weapons, firearms or explosives
- Sexually suggestive products
- Products that are or depict racists, sexist, hateful, demeaning or degrading language or statements
- Products that use profanity
- Gambling-related products
- Products that contain statements impugning other universities
- Products that present an unacceptable risk of liability
- Products that are harmful to the mission or integrity of the institution
- Products that contain another entity's registered trademark, unless explicit written permission has been granted from that 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 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 as long as elements of the trademarks are clear and distinct.
8. Wordmarks, *Queen's*, *Queen's University*, *Tricolour* and *Gaels*, among others, are trademarks regardless of font and must appear in a solid colour
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.