  <b>Official Policy</b>	Division or Sector:	Director General
	Responsibility:	Director, Advancement and Communications
	Policy Number:	8150-1
Title: Use of the Vanier College Name		

**Purpose:** To provide guidelines on when and how to use the name Vanier College, and when and how not to use the Vanier College name. To indicate procedures for approval to use the Vanier College name, insignia, stationery, web and social media.

### 1. FACULTY AND STAFF TITLES

- 1.1. Individuals may use their faculty or staff titles and the Vanier College name for identification for scholarly or academic purposes. Such identification may not imply institutional support or endorsement.
- 1.2. Use of a faculty or staff title and the Vanier College name in connection with any political, community, or philanthropic activity must clearly indicate that it is solely for identification purposes and does not imply institutional support or endorsement.
- 1.3. Use of a faculty or staff title and the Vanier College name for any commercial purpose is not permitted. A faculty or staff member may not use his or her title or position name for purposes of advertising any private professional or commercial activity or practice in newspapers, television and radio, telephone yellow pages or other directories, fund raising journals, websites, social media etc.
- 1.4. The proper format for faculty or staff to list their affiliation with Vanier College is: name, academic/administrative/staff title (if any), department/program name, Vanier College.

### 2. PROJECTS, CONFERENCES, ACTIVITIES, AND THE LIKE

- 2.1. A Vanier College program, administrative department or officially authorized activity of a program or department, must display the name Vanier College in all references and promotion used outside the immediate college community.
  - 2.1.1. Notwithstanding the edict to use the Vanier College name for bona fide Vanier activities, organizers of such activities being developed by a Vanier College program or administrative department must ensure that the activity is in fact bona fide, i.e approved and known as approved within the community
  - 2.1.2. The activity must be established in accordance with usual College procedures for
    - 2.1.2.1. pedagogical and/or administrative approval,
    - 2.1.2.2. funding or fundraising
    - 2.1.2.3. use of physical facilities,
    - 2.1.2.4. internal and external communications and promotion

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2.1.3. The activity may require additional approval such as special permission by the Office of the Academic Dean, for example, as may be required in connection with some grant applications.

2.2. From time to time, individuals employed or associated with the college may rent or secure use of physical facilities in Vanier College for activities not associated with Vanier College. The name Vanier College may not be used in promotion and advertising, even in displaying addresses or room locations.

### **SPECIAL PURPOSE GROUPS (e.g. Haitian Relief)**

2.3. Any group of faculty, staff, or students or combination thereof that organizes itself to fulfill any objective other than the sanctioned academic purposes of the College itself, must secure approval for the use of the name Vanier College from Vanier Communications. On occasion approval for this use may be granted with the proviso that use of the Vanier College name is for identification purposes only and does not reflect institutional promotion of the activity or position in question.

### **3. CHAPTERS AND SECTIONS OF EXISTING EXTERNAL ORGANIZATIONS (e.g. Vanier College Habitat for Humanity Chapter)**

3.1. Any group or individual from faculty, staff, or students, or combination thereof that organizes itself to become a chapter or section of an existing external organization must follow the usual college procedures for such affiliation and, must secure approval for the use of the name Vanier College as part of the official chapter or section name.

### **4. ASSOCIATIONS, UNIONS (e.g. Association of Vanier College Administrators)**

4.1. Any Association or Union related to Vanier College that organizes itself for activities or projects, must delineate itself by using its entire name and not the short hand Vanier or Vanier College.

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### 5. ALUMNI GROUPS

5.1. The official name of the alumni society is: Vanier College Alumni Association. See Vanier College Alumni Association By-Law<sup>1</sup> for guidelines as to the use of this name and for Program and departmental chapter names.

### 6. ATHLETIC TEAMS

6.1. Any group or individual from faculty, staff, or students who wishes to use the name Vanier College in competition or on uniforms or insignia must receive approval from Vanier Communications. Vanier Communications will not authorize such approval without discussion with Vanier College Athletics personnel.

### 7. SOLICITATION

7.1. Soliciting Funds for Vanier College activities and projects.

7.1.1. Any group or individual from faculty, staff, or students raising funds within Vanier and / or outside the College, must seek approval for the use of the Vanier College name prior to soliciting. Since all monies or goods in kind so raised must be deposited with the Vanier College Foundation, this approval should come from the Vanier College Foundation. However the parent administrative unit and, in the case of students, Student Services, must also be involved in this approval.


7.1.2. Any group or individual from faculty, staff, or students raising funds within Vanier and / or outside the College, through the sale of goods or services must seek approval for the use of the Vanier College name prior to soliciting. Since all monies so raised must be deposited with the Vanier College Foundation, this approval should come from the Vanier College Foundation. However the parent administrative unit and, in the case of students, Student Services, must also be involved in this approval.

7.2. Soliciting for external charities.

7.2.1. On occasion groups or an individual from the Vanier College community may request to use the Vanier College name for their fundraising efforts for external

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<sup>1</sup> In preparation.

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charities. Such requests are handled by the Vanier College Foundation in discussion with Vanier Communications. Approval of using the Vanier College name indicates Vanier College sponsorship but does not include approval for promotion or fundraising within the Vanier community.

- 7.2.2. On occasion groups or an individual from the Vanier College community may seek to solicit the Vanier College community for charities external to Vanier College. Unless this is one of Vanier’s partner charities (Centraide for instance) the Vanier College name should not be used in this solicitation.

## 8. DESIGN AND USE OF INSTITUTIONAL LETTERHEAD

- 8.1. Use of the institutional letterhead is restricted to communications that pertain to College business or related academic purposes. Accordingly, institutional letterheads may not be used for personal communications, including but not limited to such things as Letters to the Editor, solicitations for charities, political endorsements or petitions, commercial endorsements or advertisements, or correspondence relating to volunteer work. Use of one’s academic or staff title is, however, permitted in any of those communications as part of the faculty or staff member’s signature for identification purposes, subject to the restraints outlined in this policy.
- 8.2. Inclusion of the name(s) of any other institution or organization as part of the Vanier College letterhead requires approval by Vanier Communications.
- 8.3. Inclusion of the name or logo of Vanier College as part of the letterhead of any other institution or organization requires approval by Vanier Communications.

## 9. COLLEGE WEB SITES AND DOMAIN NAME(S)

- 9.1 College web pages are not to be used for commercial purposes or for activities not related to the purposes of the College, without authorization from Vanier Communications.
- 9.2 Inclusion of a link to and from the college website or pages(s) within the college website to commercial or other websites requires approval of Vanier Communications.
- 9.3 Placement of a commercial logo or trademark on the college website requires approval of Vanier Communications.



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- 9.4 Unauthorized use of the College's registered Internet domain name(s) is forbidden. This includes use of sub domains without approval from Vanier Communications.
- 9.5 Registration or purchase of domain names for college activities or promotion must not be concluded without the approval of Vanier Communications.

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