



## Brand Guidelines Policy

**Category:** Marketing and Communications;

**Jurisdiction:** Vice President, External Relations;

**Approval Authority:** Executive Team;

**Established on:** December 15, 2003;

**Amendments:** April 28, 2021; June 21, 2022.

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### Policy Statement

Brand Guidelines are important to distinguish Lakehead's brand in the marketplace, achieve consistency in our visual image, strengthen our identity, build brand recognition through integrated efforts, and ensure a brand presentation consistent with our strengths and our ability to deliver benefits associated with those strengths.

### Purpose

The purpose of this policy is to establish the Lakehead University Brand Guidelines as the official source of information regarding the correct use of the wordmark, institutional colours, fonts, design style, and use of visuals in a range of Applications.

### Scope

This policy applies to anyone, including members of the University Community, using Lakehead's Brand.

### Policy

The Brand Guidelines shall be adhered to for any Applications incorporating the Lakehead Brand.

## Policy Implementation

- a) [Please click here for the most recent version of the Brand Guidelines.](#)
- b) Purchase Orders issued by the Purchasing Department will make it mandatory for goods and services to comply with University Brand Guidelines. University Community members ordering goods and services in the name of Lakehead University without an authorized Purchase Order are obligated to ensure compliance with the Brand Guidelines.
- c) Questions and issues that are not addressed by this policy or the Brand Guidelines should be directed to the Communications, Marketing, and Web Development.

## Policy Adherence

No Applications may be undertaken by anyone, including external suppliers who cannot or will not adhere to the Brand Guidelines.

## Definitions

For the purposes of this policy the following definitions apply:

**“Applications”** include but are not limited to all materials produced internally or externally for use across communications platforms such as but not limited to print, the website, multimedia, and video. Examples of materials include but are not limited to stationary, signage, forms, memos, business cards, name tags, advertisements, brochures, pamphlets, newsletters, and promotional items.

**“Lakehead University Brand Guidelines”** or “Brand Guidelines” are a system of guidelines that apply to a range of visual Applications for the University.

**“Lakehead”** or **“University”** means Lakehead University.

**“University Community”** or **“University Community Members”** means all faculty, staff, students, agents, contractors, and volunteers of Lakehead University.

**Review Period:** 3 years;

**Date for Next Review:** 2024-2025;

**Related Policies and Procedures:** [Lakehead University Brand Guidelines](#);

**Policy Superseded by this Policy:** Visual Identity Policy – for Implementation (previously named).

The University Secretariat manages the development of policies through an impartial, fair governance process, and in accordance with the Policy Governance Framework. Please contact the University Secretariat for additional information on University policies and procedures and/or if you require this information in another format:

Open: Monday through Friday from 8:30am to 4:30pm;

Location: University Centre, Thunder Bay Campus, Room UC2002;

Phone: 807-343-8010 Ext. 7929 or Email: [univsec@lakeheadu.ca](mailto:univsec@lakeheadu.ca).