1. Objective

This regulation is intended to ensure that all academic and administrative units of the University project a consistent, uniform brand identity.

2. Regulation

Use of the University logo, the production of stationery and internal postings must comply with the graphics standards and brand identity that the University has developed.

The stationery and envelope header is always bilingual. It always has the coat of arms or University logo and gives prominence to its full name before any indication of features.

All administrative and academic units must have their stationery, internal postings, business cards and all other graphic design (paper and electronic) approved by the Associate Vice-Rectorate, Strategic Enrollment Management.