

Number:	ADM-114
Title:	Graphics Standards
Person responsible for enforcement:	Secretary General
Entered into force:	February 28, 2018
Approved:	February 28, 2018 by the Board of Governors <i>This document replaces all previous regulations on this subject.</i>
Exception:	No exception to this regulation without prior written authorization from the Board of Governors

In this document, the masculine form is used without prejudice and for conciseness purposes only.

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 Communications and Marketing Office.