

Number: ADM-114

Title: Graphic and Digital Standards

Person responsible for enforcement: Secretary General

Entered into force: February 28, 2018

Approved: February 28, 2018 by the Board of Governors

This document replaces all previous regulations on this subject.

Exception: No exception to this regulation without prior written authorization from the Communications and Marketing Office

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

1. Objectives

This regulation is intended to ensure that all academic and administrative units of the University project a consistent, uniform brand identity across all of its media, whether print, web or digital.

It seeks to ensure that all graphic production, all websites and all digital presence associated with the University comply with its graphic standards, its bilingualism and its accessibility requirements, and that they are approved by the Communications and Marketing Office before being published.

2. Regulation on graphic standards

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.

3. Regulation on web pages

Any website, subdomain, landing page, microsite or other digital asset that represents the University, is affiliated with it, or is produced or funded on its behalf must be approved by the Communications and Marketing Office before it goes live. Any significant modification made thereafter must also be approved.

A "significant modification" includes, but is not limited to:

- Complex page restructuring (for example, moving content blocks);
- the reorganization of sections;
- any change to the visual identity;
- any other modification of equivalent or greater scope.

The Communications and Marketing Office intends to be a partner in these efforts. Units are strongly encouraged to consult and collaborate with it from the design stage of any project or modification, rather than once the work is complete, in order to ensure compliance and to facilitate the approval process.

Any website or web asset covered by this regulation must comply with the University's graphic standards and brand identity, its bilingualism requirements and the applicable accessibility standards (AODA / WCAG).

4. Regulation on social media and digital advertising

The creation of any official social media account representing the University or one of its units must be approved by the Communications and Marketing Office, which is granted administrator access to any official social media account or page created by any unit, faculty, service or other entity of the University.

Any digital advertising (paid search, social media advertising, display, etc.) that uses the University's brand or promotes its programs, services or activities must be approved by the Communications and Marketing Office before it is published.

Content published on social media and in digital advertising must comply with the University's graphic standards, brand identity and bilingualism requirements.