

Queen's Trademarks

Queen's University owns a number of protected trademarks

Logos and Wordmarks (current and past, all versions, orientations, colours)



Intellectual Property Office

must be approved
by the University Relations Brand Team

Trademarks and Licensing Guidelines

Summary

- 1 Usage of the official Queen's logo and

Trademarks cannot be distorted.

Substitutions

not permitted

ample open space
separated from distracting elements

not be used at BDC BT/TTT TfC @Tw 100182977.28 Tm(A0 TfDextE/O /La)Ft17[and not dominated by other design)1Q ()J

Trademark Use Process

Licensed Suppliers

must be obtained from a licensed supplier of the university.

Royalties

As a matter of policy, all uses of Queen's trademarks on merchandise are subject to royalty fees (7% of net sales) unless a waiver of royalties has been issued

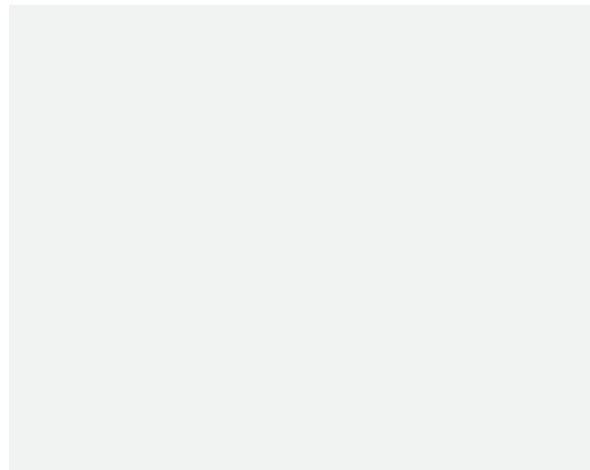
Trademarks and Licensing Office.

Trademarked Graphics

Logos and Wordmarks

Logos and wordmarks cannot be incorporated into student club logos, digital and print applications.

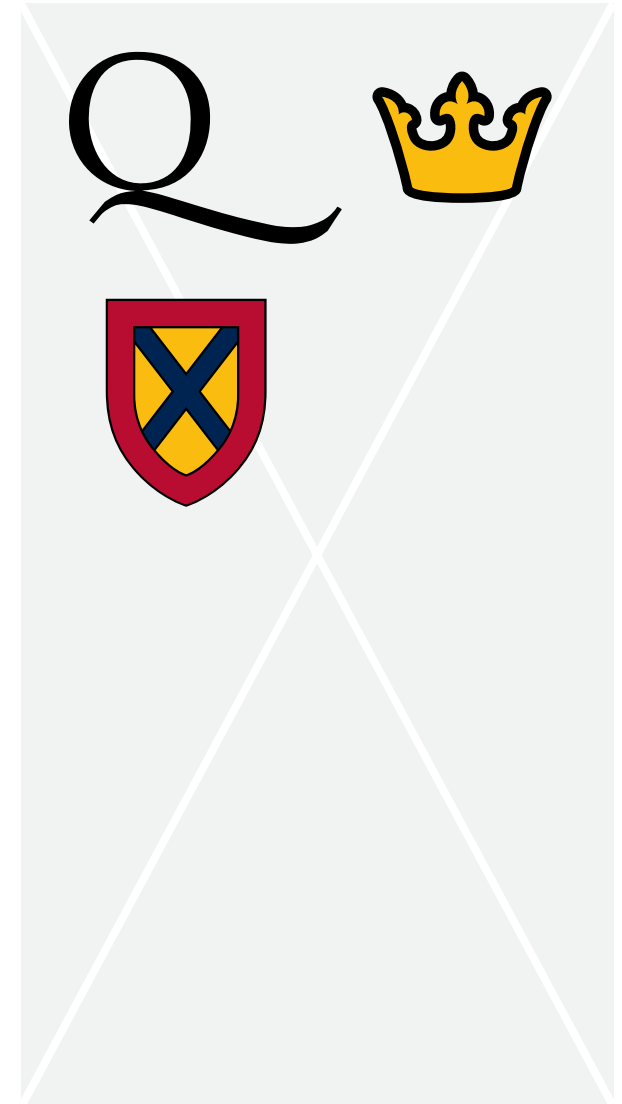
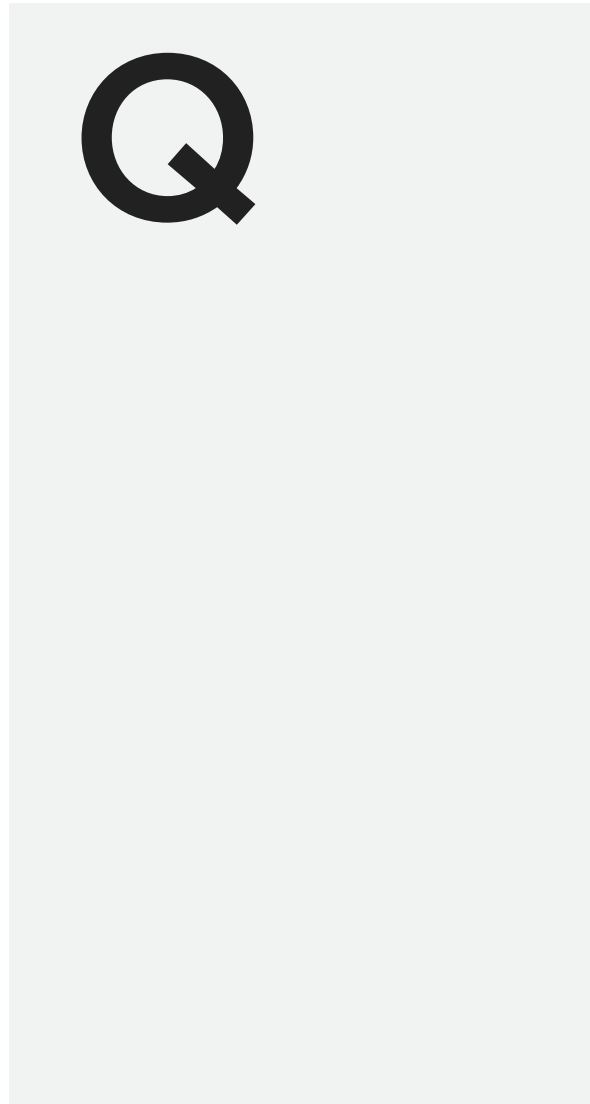
adding
"Queen's" or "Queen's University" in text



Trademarked Graphics

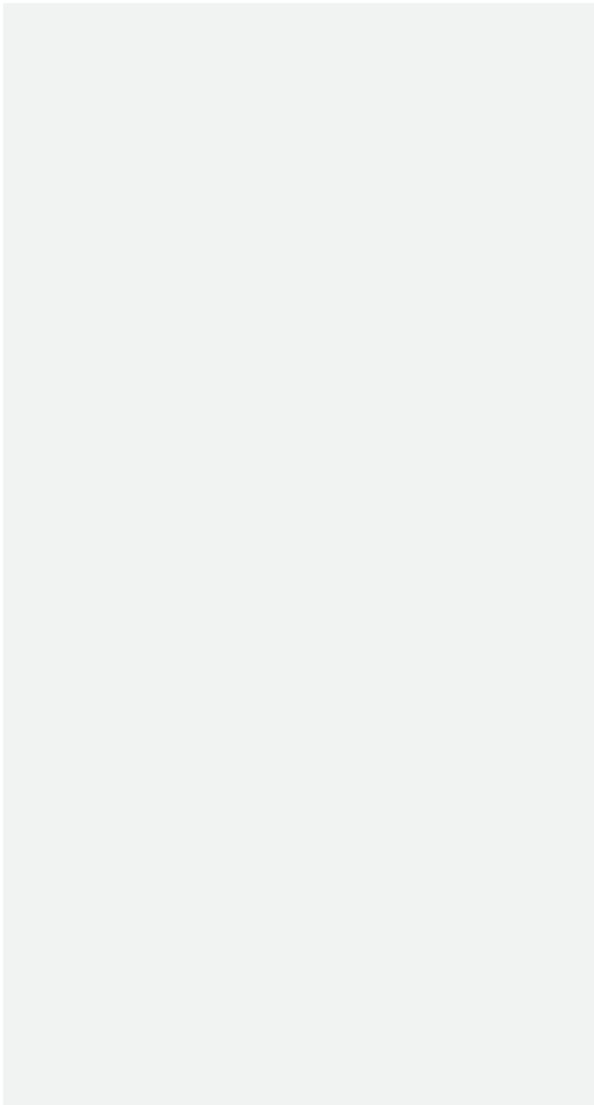
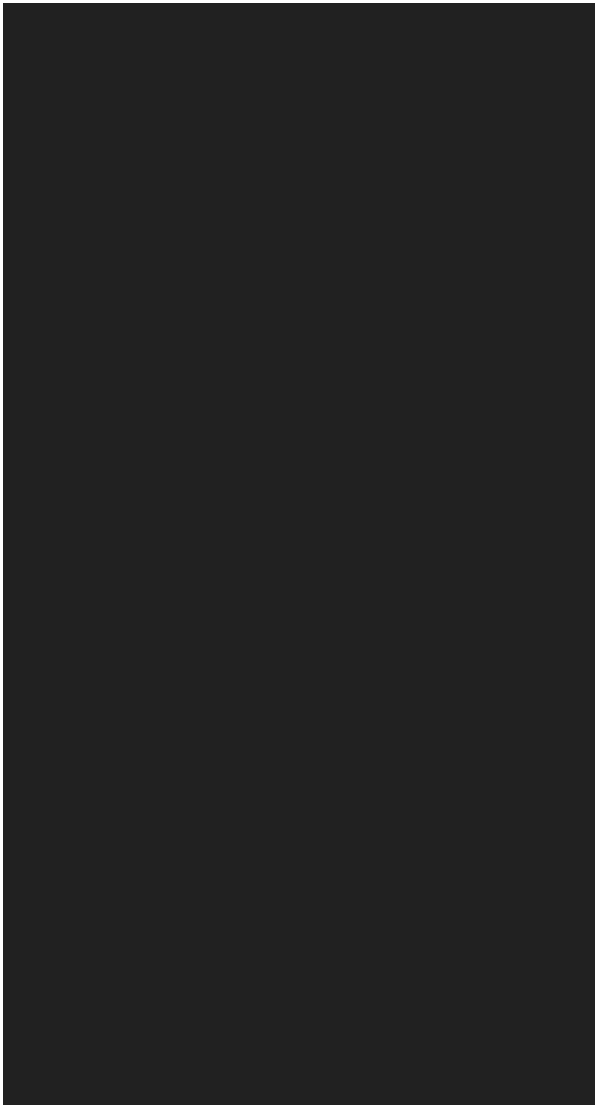
Logo and Wordmark Elements

not permitted to extract any portion of the trademarked Queen's logos or wordmarks and use them alone or in another logo or design



Trademarked Words

DO NOT

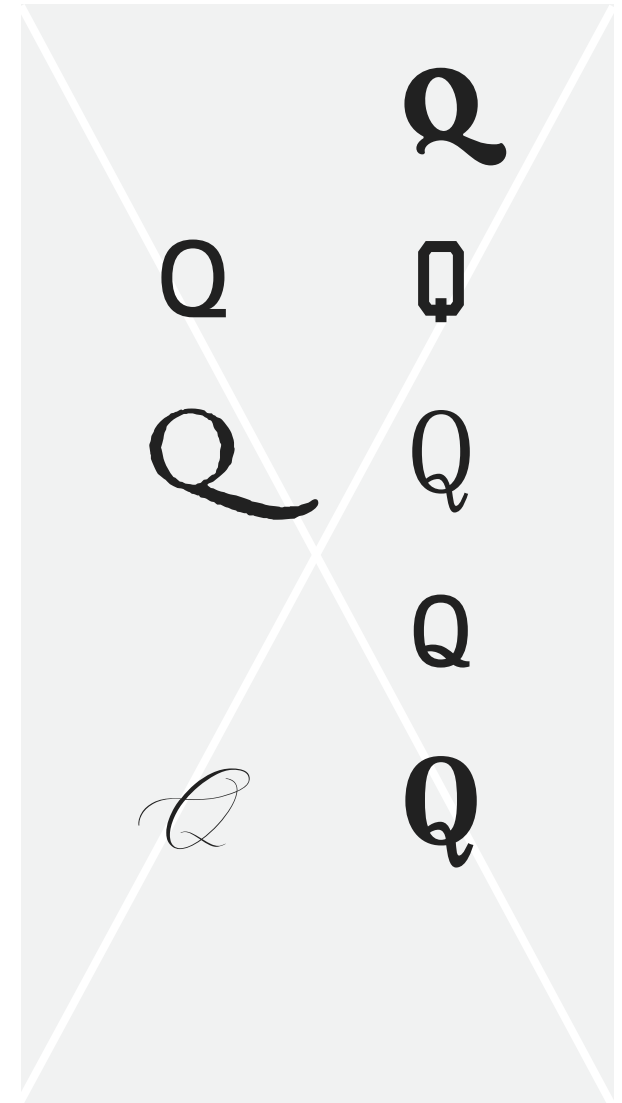
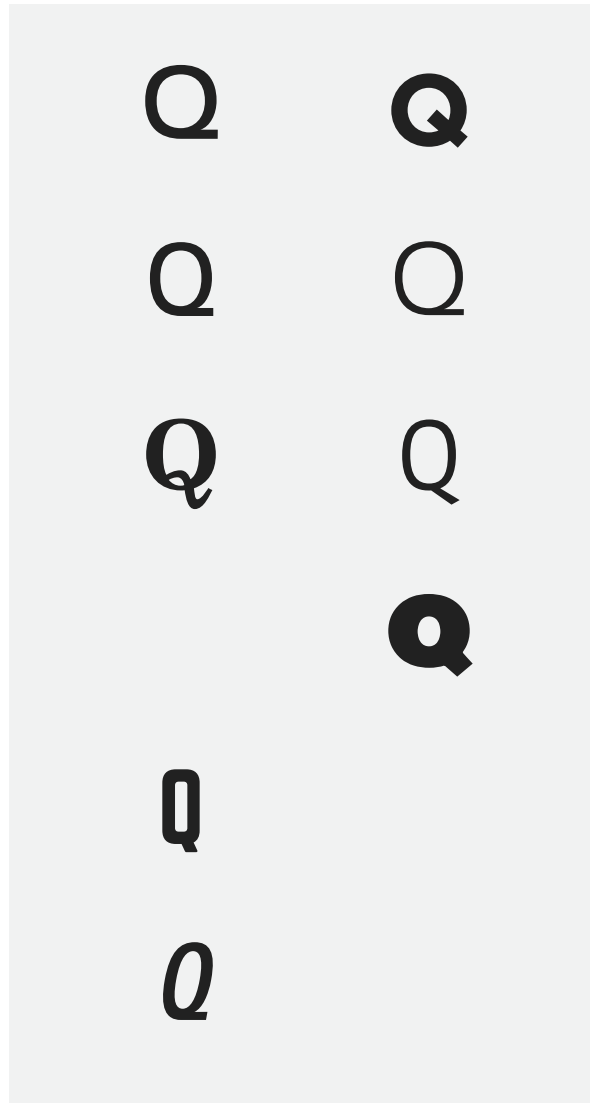


Trademarked Words

Letter Q

standard shape, with a clear angled tail that extends from the bottom right of the round

the following characteristics will not be approved



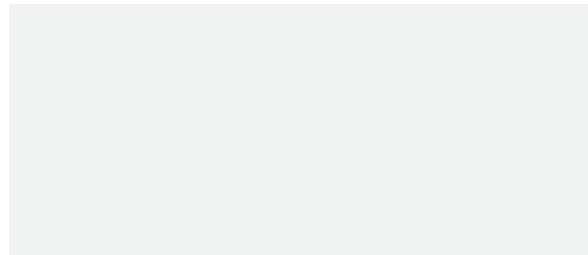
Trademarked Words

Typesetting Queen's

The letter spacing in the trademarked words should be comfortably open



adjust the spaces between the letters in "Queen's" and "Queen's University" to appear visually consistent



rectangular letters. Different fonts have different standard spacing between letters,



gentle curve

Trademarked Words

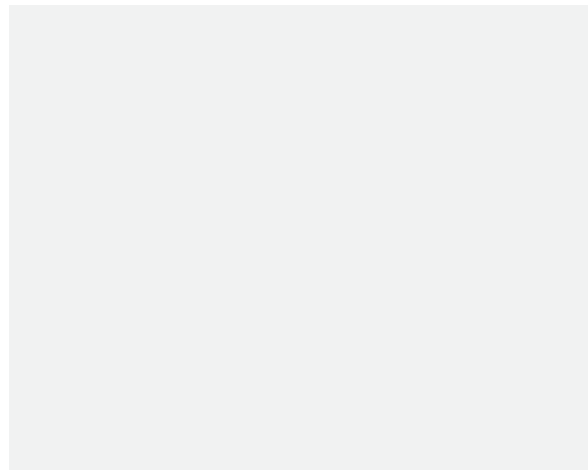
Apostrophe

Trademarked Words

Clear Space

ample open space separated
from distracting elements

A clear space equal to 1/3-1/2 of the height
of the uppercase letters



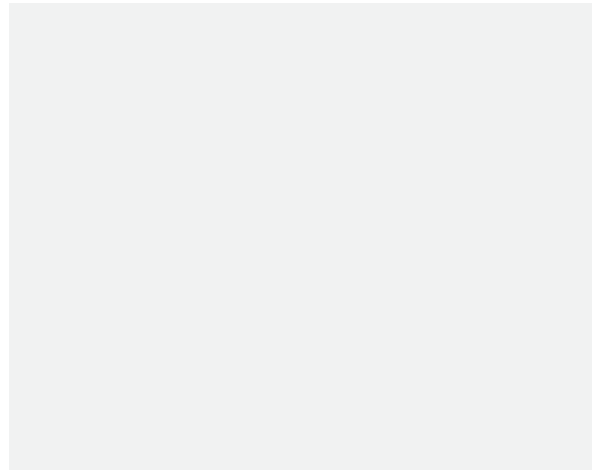
Trademarked Words

Containment and Overlap



not be contained
or nested in a shape

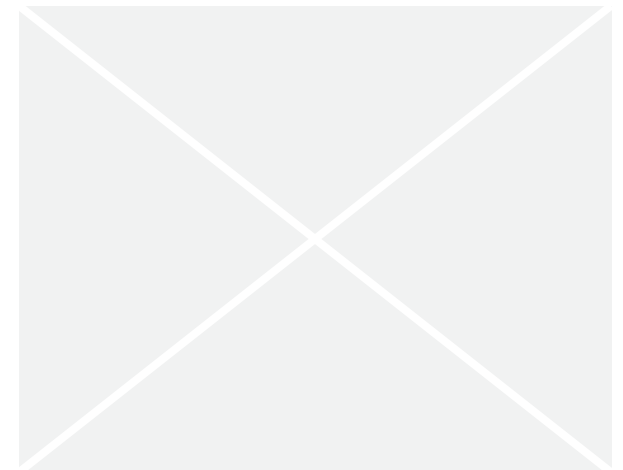
not cross over any design elements



DO NOT



DO NOT



Club Merchandise

A mockup of each piece of merchandise must be approved by the University Relations Brand Team

