



POLICY AND PROCEDURE MANUAL

POLICY 6 – HSF LOGO DISPLAY

Policy Intent

The Humber Students' Federation (HSF) carries a positive reputation for providing the highest quality of student government representation to its constituents. To preserve this reputation, and to protect its trademark, the HSF uses the following rules as a means to guard against any violation pertaining to its logo(s) presentation.

The Humber Students' Federation acknowledges the desire of organizations and/or associations to display an affiliation with the HSF. However, without written consent from the HSF, no organization and/or association may use the HSF logo(s) in a manner that suggests an affiliation with, or endorsement by, the HSF. Only organizations and/or associations with written consent are permitted to use the HSF logo(s), in accordance with the outlined terms as follows:

Logo(s) Definition(s)

HSF Logo(s) refers to:

- 1) The Humber Students' Federation logo displayed below.

Logo Example:



Logo Colours

The official colours of the HSF logo(s) are pantone numbers 289 C, 280 C (70%), 280 C (50%) and 424 (C). In advertisement mediums without colour, the logo(s) may appear in black and white.

Logo Size

The HSF logo size must be approved by the HSF Communications Director prior to being displayed. The size will be determined when each individual case is presented.

HSF Operations and Logo(s) Display

All HSF operations and/or services, including joint ventures with Humber ITAL, will prominently display on the *exterior* of their location a sign no smaller than 11-1/2” x 17” bearing the HSF logo(s).

All HSF operations and/or services, including joint ventures with Humber ITAL, will display on the *interior* of their location a sign no smaller than 8-1/2” x 11” bearing the HSF logo(s). In all possible instances, the slogans “A HSF Initiative” and “By Students, For Students” should be displayed in support of the HSF logo(s).

Advertising with the HSF Logo(s)

In instances where an HSF operation, service, and/or joint venture with Humber ITAL chooses to advertise by any written medium, including but not limited to newspapers, posters, etc., the HSF logo(s) will be displayed. In the specific case of a newspaper advertisement, the HSF logo(s) may appear smaller than the specified size(s), as long as the logo(s) is/are legible and easily identifiable.

Uniforms and the HSF Logo(s)

All HSF operations, which choose to have its employees appear in uniforms, must display one of the HSF logo(s) prominently on the uniform clothing.

Avoiding Violation of the HSF Logo(s) Policy

To ensure that parties do not violate the HSF logo(s) policy, the following list describes specific scenarios to avoid:

- **Do not** use the HSF logo(s) on any materials that are created independently without the expressed, written consent of the HSF.
- **Do not** alter, modify or adapt the HSF logo(s) in any fashion.
- **Do not** use the HSF logo(s) in such a manner that suggests there is a direct affiliation with, or endorsement by, the HSF unless otherwise authorized.

- **Do not** use the HSF logo(s) in any manner that would harm the reputation of the Humber Students' Federation.

Policy Disclaimer

The above guidelines are not intended to serve as legal advice. Should you have any questions and/or concerns regarding use of the HSF logo(s), please contact the HSF (see below). Should circumstances not covered by this policy arise, the HSF Board of Directors must be consulted in advance of any logo use.

Humber Students' Federation Contact Information

If you have any questions or would like further clarification regarding the HSF logo(s), please contact the HSF:

North Campus

Humber Students' Federation
Humber Institute of Technology and Advanced Learning
205 Humber College Boulevard, Room KX105
Toronto, Ontario Canada
M9W 5L7
Tel: (416) 675-5051
Fax: (416) 675-7453
E-Mail: info@hsfweb.com

Lakeshore Campus

Humber Students' Federation
Humber Institute of Technology and Advanced Learning
3199 Lake Shore Boulevard West, Room H106
Toronto, Ontario Canada
M8V 1K8
Tel: (416) 675-5051
Fax: (416) 252-8446
E-Mail: info@hsfweb.com

Orangeville Campus

To Be Announced

Website: www.hsfweb.com