

1.0 POLICY

Grant MacEwan University's armorial bearings as granted by the Canadian Crown under the powers exercised by Her Excellency the Governor General of Canada herald the University and the principles for which it stands. The armorial bearings shall represent the University consistently in an official manner and shall not be used in any way that is not in keeping with the regulations of this policy. The University shall have only one registered Coat of Arms.

2.0 RATIONALE AND GUIDING PRINCIPLES

2.1 Purpose

The purpose of this policy is to identify the manner and conditions for use and display of the University Armorial Bearings.

2.2 Rationale and Guiding Principles

2.2.1 The University maintains the integrity of its armorial bearings by ensuring that usage is appropriate.

2.2.2 The University provides a consistent visual identity over and above any logos that may be changed throughout the years.

2.2.3 The University ensures that its visual identity is not marred by unauthorized use of any armorial bearings.

3.0 SCOPE AND DEFINITIONS

3.1 Scope

This policy affects any member of the MacEwan community wishing to use Grant MacEwan University's Armorial Bearings.

3.2 Definitions

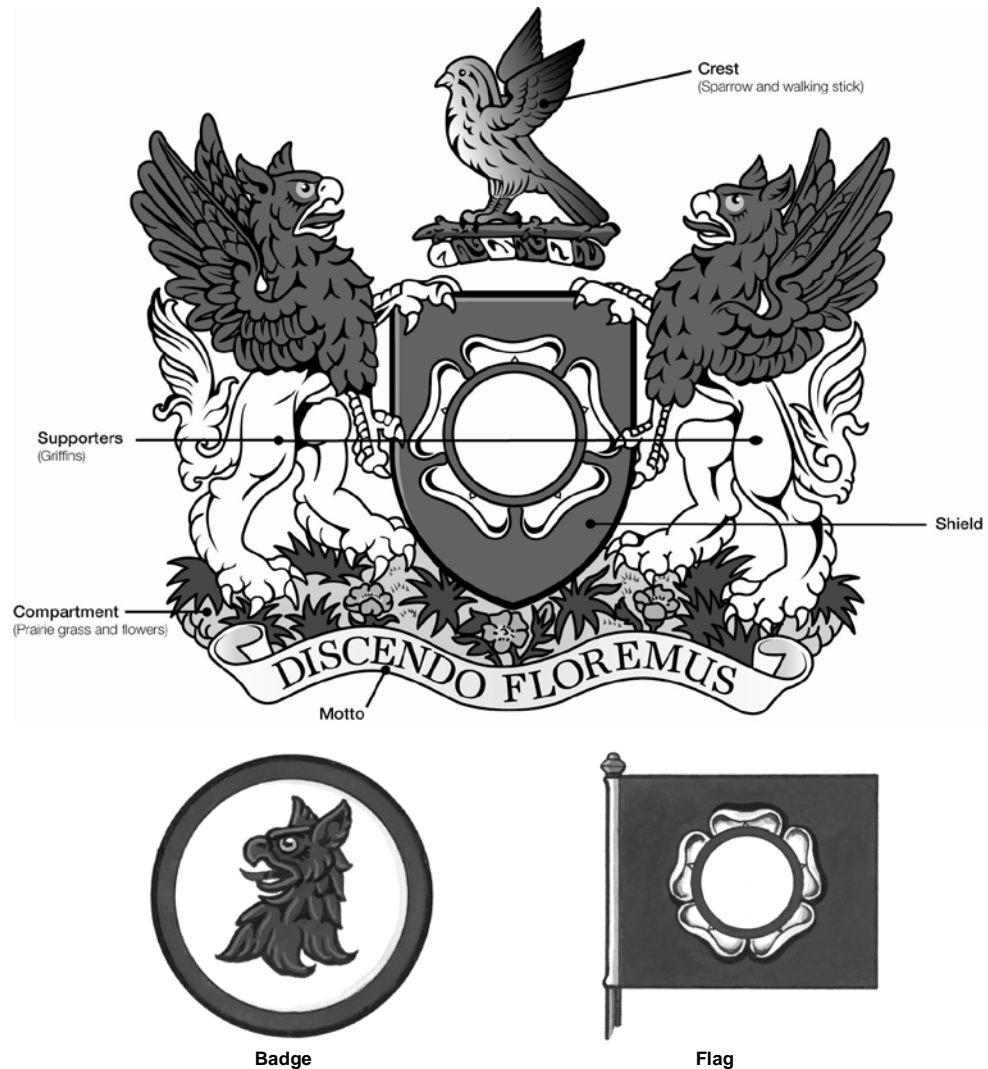
3.2.1 **Armorial bearings** means the Coat of Arms, Flag and Badge.

3.2.2 **Arms:** Blue and white are the academic colours of the University. The rose depicts the Alberta Wild Rose, the provincial floral emblem. The circle is a symbol of the never-ending process of learning and the principle of inclusiveness. The circle represents the medicine wheel, an important symbol of the earliest inhabitants of the area, the First Nations people.

3.2.3 **Coat of Arms** means a shield displayed with the crest and motto.

3.2.4 **Crest:** The sparrow was an important bird for Dr. J.W. Grant MacEwan (1902-2000), the University's namesake and a former Lieutenant Governor of Alberta. It is mentioned in his personal creed, written in 1969. The sparrow's outstretched wings indicate aspiration and striving.

The walking sticks frequently carved by Dr. MacEwan signified his reverence for the environment and nature. Used as the University's mace, it also represents the power of knowledge.



- 3.2.5 **Executive officer** means the president, vice presidents and equivalent positions.
- 3.2.6 **Members of the MacEwan community** are those persons involved in conducting University affairs or using University property (all students, employees, contractors, and all visitors while they are on MacEwan property or are using MacEwan property).
- 3.2.7 **Motto:** "Discendo Floremus" translates to "Through learning we flourish".

- 3.2.8 **Officer** means the president, vice presidents and equivalent positions, deans, directors and equivalent positions.
- 3.2.9 **Supporters:** The griffin symbolizes courage, swiftness and excellence. It was adopted in 1991 as the symbol of the University's sports teams (the MacEwan Griffins). The prairie grass and wild roses reflect the Alberta landscape.

4.0 REGULATIONS

- 4.1 The Coat of Arms must be displayed in a dignified and respectful manner wherever it is used. Usage may include but is not limited to the following for the University only: credentials, transcripts, communications, business cards, publications, websites, videos and clothing.
- 4.2 The Coat of Arms may be displayed with the university logo or with the full name of Grant MacEwan University.
- 4.3 The Coat of Arms must be used in the exact format and proportions as stipulated by and documented in University policies, procedures and publications. Individual elements may not be used separately or be modified in any way except as stipulated in the University's visual identity guidelines.
- 4.4 Each of the flag and badge may be used separately from the Coat of Arms but shall not be modified in any way.
- 4.5 The motto may only be displayed in Latin when being used with the Coat of Arms; however, the translation may be used in English when separate from the Coat of Arms.
- 4.6 The use of the Coat of Arms as the corporate seal is limited to the Office of the Registrar, the President's Office and the Board of Governors.
- 4.7 Prior to creating or using the armorial bearings for any purpose, approval must be granted from the department responsible for strategic communications and corporate marketing.
- 4.8 The executive officer responsible for Student Services is accountable for executive oversight for this policy.
- 4.9 The officer responsible for University strategic communications and corporate marketing is responsible for the implementation of this policy and any associated procedures or guidelines.
- 4.10 Responsibility for compliance with MacEwan policies and procedures extends to all members of the MacEwan community. Non-compliance may create risk for MacEwan and will be addressed accordingly (see clause 4.5.1 "Respect for the law and University governance" of the University's policy D1200 Code of Conduct – Employees for additional guidance).

FACT SHEET

Relevant Dates

Approved:	09.09.2010
Effective:	09.09.2010
Next Review:	09.2015

Source

Modification History:

2008.04.10	Approved by Board Motion 01-04-10-2007/08 as granted by Her Excellency the Governor General of Canada.
2009.10.08	Terminology updated to reflect name change to Grant MacEwan University. Approved by Board motion 01-10-8-2009/10.
2010.09.09	Revised and updated by Board Motion 01-9-9-2010/11. Replaces and Retires E6000 University Armorial Bearings.

Accountability:

Office of Accountability:	Vice President, Student Services
Office of Administrative Responsibility:	Director of Strategic Communications and Corporate Marketing
Approved By:	Board of Governors
Contact Area:	Strategic Communications and Corporate Marketing
Authority:	

Related and Associated Matters (Links)

Associated Policies & Procedures: D7015 Corporate Seal; D9020 Visual Identity; D9040 Advertising, Solicitation and Promotion by External Groups