

Complete Policy Title:  
**Heraldic Policies**

Policy Number (if applicable):

Approved by:  
**Senate**  
**Board of Governors**

Date of Most Recent Approval:  
**May 21, 1986**  
**June 19, 1986**

Date of Original Approval(s):  
**June 13, 1984**

Supersedes/Amends Policy dated:

Responsible Executive:  
**University Secretary**

Enquiries:  
[Policy \(University Secretariat\)](#)

**DISCLAIMER:** *If there is a Discrepancy between this electronic policy and the written copy held by the policy owner, the written copy prevails*

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1. The reproduction and use of the University Arms (comprising the escrol, crest and wreath, and shield) or of the total heraldic achievement (the complete Arms, including the helmet and mantling)<sup>1</sup> or of the Hamilton College Arms is reserved to the University and any exception requires the express approval of the Board of Governors upon recommendation from the Senate Committee on University Ceremonials and Insignia.

In this context, "the University" refers to those entities which represent the University as a whole, specifically the Board of Governors and the Senate (their authority being exercised through their officers)<sup>2</sup>, and the committees of the Board and of the Senate.

In assessing whether any other officer or department (this term being deemed to embrace centre, institute, school, unit, etc.) shall be permitted to use the University Arms, or the total heraldic achievement, on stationery, brochures, reports, certificates, diplomas and the like, the Senate Committee on University Ceremonials and Insignia and the Board of Governors shall consider:

- i. the extent to which the officer (or department) in carrying out his/her (its) responsibilities represents, or supports the academic activities of, the University as a whole;

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<sup>1</sup> See Exhibit "A" attached.

<sup>2</sup> The officers of the Board of Governors are the Chair, the Vice-Chair, and the Secretary of the Board. The officers of the Senate are the Chancellor, the Chair (i.e., the President), the Vice-Chair (i.e., the Vice-President, Academic), and the Secretary of the Senate.

- ii. the extent to which the officer or department may represent the University to the external community, or a segment of it; and
- iii. the purpose or use of the material on which the Arms or the total heraldic achievement is to be reproduced.

Because Hamilton College is no longer in existence, the reproduction and use of the Hamilton College Arms shall normally be restricted to historical works or the like, and this principle shall be considered by the Senate Committee on University Ceremonials and Insignia and the Board of Governors in assessing whether any office or department shall be permitted to reproduce or use the Hamilton College Arms.

N.B. A LIST OF OFFICERS AND DEPARTMENTS GRANTED PERMISSION TO USE THE UNIVERSITY ARMS OR THE TOTAL HERALDIC ACHIEVEMENT IS ATTACHED AS EXHIBIT “G”.

2. The use of the corporate Seal of the University (Exhibit “B”) by a process of impression is defined in the By-laws of the Board of Governors and of the Senate, i.e., the Seal may be impressed by duplicate instruments, one to be retained by the Board and the other by the Senate, for use on documents made under their respective powers.

The Seal shall not normally be reproduced or used in printed form other than by the Board of Governors and the Senate; any exception requires the approval of the Board of Governors upon recommendation from the Senate Committee on University Ceremonials and Insignia.

3. The shield (or escutcheon) of the University Arms may be reproduced by any segment of the University or any student organization, without formal approval, provided that it is reproduced with precision and not embellished.
4. Any emblem or logo that hereafter is derived from any component of the University Arms by any segment of the University or any organization associated with the University must be approved by the Senate Committee on University Ceremonials and Insignia before it may be used.
5. Any emblem or logo that hereafter is derived from any component of the Hamilton College Arms, including the "fireball" emblem or variants of it, by any segment of the University or any organization associated with the University must be approved by the Senate Committee on University Ceremonials and Insignia before it may be used.
6. In assessing the propriety of any proposed emblem or logo derived from any component of the University Arms or of the Hamilton College Arms, the Senate Committee on University Ceremonials and Insignia shall consider:

- i. its concordance with the blazon (i.e., the written description of the Arms) in the Patent of Arms;
  - ii. its aesthetic merit;
  - iii. its consistency with McMaster's history and traditions; and
  - iv. its compatibility with generally accepted principles of heraldic practice.
7. Any emblem or logo derived in whole or in part from the University Arms or the Hamilton College Arms that has been in use prior to the adoption of these policies may continue to be used, but the privilege of continued use does not imply either formal approval or status as a precedent. Any segment of the University or of the student body now using such an emblem or logo may, however, request the Senate Committee on University Ceremonials and Insignia to consider it for approval, in which event that Committee shall assess it using the criteria listed in #6 above.
8. The "fireball" emblem is endorsed by Senate as the emblem of the Faculty of Engineering and of the McMaster Engineering Society.
9. The use of the "fireball" emblem shall be limited to the Faculty of Engineering, the McMaster University Engineering Society, departments of the Faculty of Engineering, and Institutes or other units associated with the Faculty of Engineering.
10. The emblem shown in Exhibit "C" is endorsed by Senate as the emblem of the School of Nursing.
11. The Board of Governors grants to the publisher of the *Marmor* the right to continue to reproduce the University Arms or the total heraldic achievement or both, by a process of printing or by impression or both.
12. Subject to the approval of the Manager of the Bookstore, in consultation with the Senate Committee on University Ceremonials and Insignia, the shield (or escutcheon) of the University Arms may be reproduced by any appropriate method on clothing, jewellery, and other items for sale in the University Bookstore, provided that the shield is reproduced with precision and not embellished other than by the words "McMaster University".
13. The Mace shall be used only on an official University occasion, this being defined as one on which the Chancellor or the Vice-Chancellor is present in robes of office, or one on which both are so present, unless otherwise authorized by the Senate Committee on University Ceremonials and Insignia.
14. Senate also directed that:
  - i. the Senate Committee on University Ceremonials and Insignia regularly publicize the University's heraldic policies and the need for approval by that Committee of proposed insignia derived from or related to the University Arms or the Hamilton

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College Arms, and that this publicity be specifically directed to Faculties and Departments, and the student organizations and administrative departments regularly involved in the design, reproduction or printing of insignia (e.g., Public Affairs, Audio Visual, Printing);

- ii. the appropriate University offices be directed to discontinue the use of whatever "cuts" or other devices there are for reproducing the shield of the University Arms shown in Exhibits "D" and "E" (attached) and to replace them by the representation of the shield shown in Exhibit "F"; and
- iii. the Senate Committee on University Ceremonials and Insignia review insignia derived from or related to the University Arms already in use within the University and the University community; and work with and encourage appropriate parties to use the insignia correctly.



## EXHIBIT "A"

# Unarmed no longer

The McMaster University arms have been registered under the Trade Marks Act, Mr. J. P. Evans, Associate Vice-President, (University Services) has announced.

Mr. Evans said the step was taken in order to protect the University from unauthorized use of the arms on or off the campus.

The McMaster arms were granted in 1930 by the Lord Lyon in Edinburgh, giving the University its first registered and official arms. Heraldic carvings were at that time planned for the buildings in Hamilton being erected for McMaster's move from Toronto.

As often has been the case with many cities and colleges, the shield then in use at McMaster had some heraldic grammatical faults besides being artistically and symbolically thin, according to a description written in 1960 by then-President and Vice-Chancellor Dr. G. P. Gilmour.

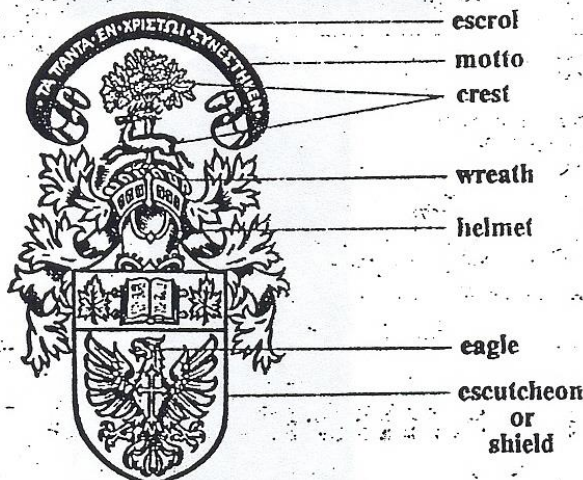
Design changes suggested by a university committee in 1929-30 were accepted by the College of Heralds.

### Official mark

The McMaster arms have been used as an identifying mark on official University publications and documents either in their entirety or through use of the escutcheon or shield only.

Since 1930 the custom has been that the full arms would be used by the University officially and that student and other publications would use only the escutcheon, or shield, so that these might not be mistaken for official University matters.

Many university arms consist only of an escutcheon or shield, Dr. Gilmour pointed out in his description, giving Oxford and Cambridge as examples.



The McMaster escutcheon consists of a red eagle "displayed" and on its breast is a gold Latin cross with arms ending in fleurs-de-lis. Dr. Gilmour stated that the eagle has no historical or family origin. It was taken over from ecclesiastical use, the eagle being the symbol of heavenly vision as it was supposedly able to fly directly into the eye of the sun.

The use of the cross designated the vision as Christian because of McMaster's ecclesiastical origins and also had the effect of removing any suggestion of the eagle as a bird of prey.

### Symbol of learning

The shield, Dr. Gilmour stated, bears "in chief" an open book, a common symbol of learning. Two maple leaves flank the book, as the University's charter of 1887 was granted by the provincial legislature and maple leaves are used in the arms of Ontario.

On the full coat of arms the helmet and mantling are the distinguishing marks of a knight, the original user of a coat of arms for identification purposes.

The crest is the emblem tied to the helmet as a favour or further means of identification, according to Dr. Gilmour.

He noted that many people often mistakenly refer to an escutcheon as a crest. The crest is bound to the helmet by a wreath made up of silk matching the mantling or cloak, the convention being to use six or eight divisions of a twisted wreath, three or four of each colour.

Above the McMaster crest is the stag and tree device used by Senator McMaster, which refers directly to the founder of the University. It has no other symbolism. The motto, inscribed on an escrol or ribbon, is placed above rather than below the arms, which is customary in arms granted by the Lord Lyon, whereas the English heralds usually place the motto below the escutcheon.

The motto is in Greek, adapted from Colossians 1:17, "In Christ all things hold together". It is unusual to have a university motto in Greek, Dr. Gilmour observed. Usually they use Latin, since they are descended from mediaeval institutions in which Latin was more prominent than Greek.



**EXHIBIT “B”**



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**EXHIBIT “C”**



# Twenty-five Years A-Growing

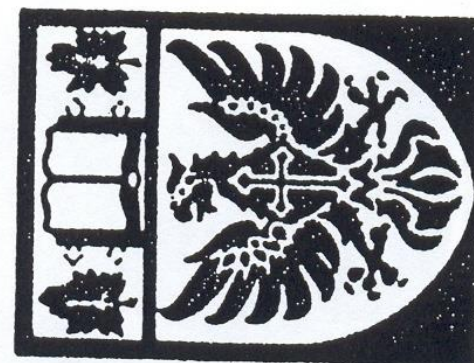
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HENRIETTA JANE ALDERSON



**EXHIBIT “D”**

School of Nursing  
Faculty of Health Sciences  
McMaster University



# THE McMASTER FUND

“Investing in Knowledge for the Future”

Faculty and Staff Campaign 1981-86



**EXHIBIT “E”**



McMASTER UNIVERSITY FACULTY OF BUSINESS

1982-1983

***MBA M<sup>c</sup>MASTER***

• full-time • work/study • part-time

AN OFFICIAL PUBLICATION OF THE SCHOOL OF GRADUATE STUDIES

**EXHIBIT "F"**

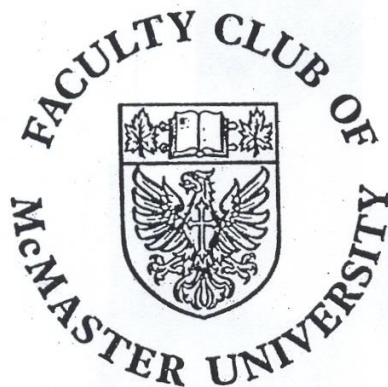


**McMASTER UNIVERSITY  
INSTITUTE FOR MATERIALS RESEARCH**

**SEMINAR**



McMaster  
University  
School of Adult  
Education



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**EXHIBIT “G”**

Officers and Departments Granted Permission to Use the University Arms:

The Chancellor  
Chair, Vice-Chair and Secretary of the Board of Governors  
Chair, Vice-Chair and Secretary of the Senate  
University Library  
University Bookstore  
Vice-President (Administration)  
Vice-President (Health Sciences)  
The University Registrar and the Office of the Registrar  
The Director and Office of Alumni Affairs  
The Director and Office of Development  
The Director and Office of Public Information  
The Dean and Office of Graduate Studies  
The Canadian Institute of Metalworking - Course Diplomas  
Faculty Association Publication - *TA PANTA*  
Certificates recognizing Resident Training-Health Sciences (Senate, Jan. 9, 2002)