



## UNIVERSITY POLICY

### EXTERNAL AFFAIRS POLICIES

---

**Number: 800**

**Subject: University Name and Trademark Policy**

**Covered Individuals: All Employees and Students and All External Users**

**Covered Campus Locations: All Locations**

**Effective Date: June 19, 2019**

**Date of Latest Revision:**

---

#### PURPOSE

This policy directs proper use of the Upper Iowa University (University) name, seal, trademarks and service marks, to protect them against unauthorized use and to ensure that authorized use properly promotes the University and advances its mission.

#### DEFINITIONS

- A. University name: "Upper Iowa University," the abbreviation "UIU," and any other name or abbreviation that has University-wide application.
- B. Logos: The University supports three primary logos. The University logo is described as two Peacock tail feathers that form the shape of a "U." The logo is presented with "Upper Iowa University" in vertical and horizontal formats. The Peacock logo is a side-profile image of a Peacock with four feathers extending backward from its head on a shield background. The Pitchfork logo is a representation of a "U" with an "I" crossing over the bottom part of the "U" at the "I's midpoint.
- C. University seal: The University seal is circular, with an open book at its center. Above the book are the Latin words "Deo Duce" and beneath the book is the numeral "MDCCCLVII" or 1857. An outer circle contains a Latin inscription "Superior Universitas Iowensis Fayetteae" in all capital letters.
- D. Trademarks and service marks: A trademark is a word, phrase, symbol, and/or design that identifies and distinguishes the source of the goods of one party from those of others. A service mark is a word, phrase, symbol, and/or design that identifies and distinguishes the source of a service rather than goods. The term "trademark" is often used in a general sense to refer to both trademarks and service marks.
- E. Internal: A current employee or recognized entity within the University.

#### POLICY

1. UNIVERSITY NAME

The name of the University is protected by law and University policy. Neither campus organizations and groups nor individuals may use the University's name, or their affiliation with the University, in any manner that suggests, implies or indicates University endorsement, support, association with, or opposition to any activity, program, event, policy, political and/or social movement, product, service, candidate for political office, or the like. All proposals for the use of the University name in advertising, sales literature, videos and commercial publicity must be submitted to the Office of Communications and Marketing (OCM). Faculty and staff members should assume responsibility for preventing misuse of the University name, and for ensuring that any implied association with the University is accurate. Faculty and staff members should also not allow their own names to be used in ways that state or imply University endorsement of personal work. Use of University letterhead or other identification in connection with personal work should be avoided.

- a. Approved uses of the University's name for noncommercial and commercial use are as follows:
  - i. Noncommercial Use:
    1. Sponsored, registered or recognized student groups and other University organizations are authorized to use the University's name for purposes of identification.
    2. Employees may use the University's name in making a true and accurate statement of their relationship with, or employment by, the University when stating experience or qualifications for any academic, governmental, business or professional credit, enrollment or other employment.
  - ii. Commercial Use:
    1. All commercial use of the University's name, as well as its seal, trademarks, and service marks, is permitted only by license or authorization from OCM or the University's designated licensing agent. Such uses include the manufacture, distribution, marketing, and advertising of all commercial and consumer products and services bearing the University's name or marks.
    2. All such licensed or authorized products or services must be distributed by authorized licensees of the University. Advertising that displays, lists, or suggests that the University is a user or endorser of any product or service or as the source of research information on which a commercial product, program, or publication is based or derived or which evaluates or analyzes a commercial product, program, or publication is prohibited. This prohibition extends to advertising using any University seal, picture, landmark building, marks, or other indicia for which an exception in writing has not been obtained.

## 2. UNIVERSITY SEAL

The University seal is generally restricted for use on official University documents and should not be used in daily or routine communications. OCM and/or the President's Office must approve all uses of the University Seal.

### 3. REGISTERED TRADEMARKS AND SERVICE MARKS

OCM manages legal protection and enforcement of the University's trademark and registration rights unless contracted to a licensing agency. The use of University marks is prohibited without the express permission of the University. The marks are not to be used in any way that will illegally discriminate against any persons or groups or in any other way that would violate the University's anti-discrimination policies or ethical standards. These University marks, in the form of "Upper Iowa University," "UIU" and the University and Peacock logos, are registered with the United States Patent and Trademark Office. All inquiries should be directed to OCM or to the University's external licensing agent. University employees are also directed to the University Brand Identity Guide for additional information pertaining to use of University marks. The University's federally registered marks should include the ® symbol.

- a. External Use -- The University contracts with a licensing agency for all University licensing services. Licensing is required for all non-University users. Royalties are collected for all non-University and/or commercial uses. University marks must be licensed to the user and the use approved except when the marks are being used for the following purposes:
  - i. By news media for news reporting;
  - ii. By an artist in an original work of art which will not be reproduced; or
  - iii. A congratulatory or supportive advertising message using the University's name, acronym (e.g., Congrats UIU Students!), or mascot name (e.g., Go Peacocks), but not its logos and symbols.
- b. University Suppliers -- Product suppliers to the University bearing any mark must be licensed except when marks are used on the following products:
  - i. Printed publications and advertising for purposes of institutional and event promotion; and
  - ii. Printed supplies, not for resale.
- c. Internal Use -- Internal use of marks is managed by OCM. Please see the Guidelines for Internal Use for further detail.
  - i. Internal uses of the marks which fall within the ordinary business of the University may be exempt from licensing requirements. This includes educational and scholarly materials; printed publications, promotional items, and advertising distributed by the University for the purpose of institutional and event promotion and recruitment; and materials/items in relation to fundraising directly affiliated with the Office of Institutional Advancement & Alumni Development.
  - ii. Other internal uses of the marks require a license. This includes products created by a university unit for use in resale. Royalties may be waived for all internal uses, including resale.
- d. Royalty Exemption -- A royalty exemption may be requested from OCM for:

- i. A product purchased by the University or a University-recognized support group, such as professional associations, employee organizations, athletic, cultural, and other interest groups for internal consumption or for sale at cost to their members. Promotional products given away by these groups are considered products for internal consumption. If the group has excess product after consumption or sale within its group, it cannot be sold to non-members, but can be given away to non-members.
  - ii. Advertising rights to use the marks as granted in corporate sponsor agreements, consistent with Guidelines for Internal Use.
- e. Distribution of Revenues -- Net revenue funds will be deposited into the University general revenue fund.

## **RULES, PROCEDURES, GUIDELINES, FORMS, AND OTHER RELATED RESOURCES**

[The University's Brand Identity Guide](#) (must be logged into myUIU to access)  
[The University's Guidelines for Internal Use](#)

## **CONTACTS**

Acting as the Policy Owner, OCM is responsible for answering questions regarding the application of this policy.

## **SANCTIONS**

Failure to abide by this policy may result in forfeiture of non-licensed items at the expense of the culpable party, whether internal or external. If used for commercial gain or sale, legal action may be taken against any parties responsible for the production, distribution and/or the sale of unlicensed products.

## **HISTORY**

- May 13, 2019 – Policy recommended by University Policy Committee for approval
- May 22, 2019 – Policy approved by President's Council and recommended for Advancement Committee approval
- May 30, 2019 – Policy approved by Advancement Committee and recommended for Board of Trustees approval
- June 19, 2019 – Policy approved by Board of Trustees