

FLORIDA	OFFICIAL
POLYTECHNIC	UNIVERSITY
UNIVERSITY	POLICY

Subject/Title: Use of University Name and Logos
FPU Policy Number: FPU-1.0132P
<input checked="" type="checkbox"/> New Policy <input type="checkbox"/> Major Revision of Policy <input type="checkbox"/> Minor Technical Revision of Policy
Date First Adopted: September 22, 2015
Date Revised:
Responsible Division/Department: Office of Marketing and Communications
Initiating Authority: Randy K. Avent, President

A. APPLICABILITY/ACCOUNTABILITY:

This policy is applicable to all faculty, staff, students, informal groups and registered student organizations, colleges, programs, institutes, centers, divisions and departments. Suppliers and manufacturers of commercial and non-commercial products must comply with their licensing agreement with the University or its designated licensing agent.

The Office of Marketing and Communications is responsible for coordinating all requests for use of the University Seal, Mascot, Logo (as identified in the attached Visual Signature Overview) and name, which are trademarks of the University, as well as key brand elements including the University’s signature colors, building renderings and official department or organization logos (hereinafter collectively referred to as “University trademarks”).

B. POLICY STATEMENT:

The names "Florida Polytechnic University" and "Florida Poly" and how they are used affects both the University as a whole and the individual members of the University community. Appropriate use of the University name and trademarks can benefit all, while inappropriate use may reflect negatively on both the institution and its individual members. Because of these far-reaching implications, oversight regarding the appropriate use of the University's name and trademarks, and the names of individual departments and programs within the University, will be conducted on an institutional level according to the principles and guidelines outlined in this policy.

C. GENERAL GUIDELINES FOR USE OF UNIVERSITY TRADEMARKS:

1. The University has an obligation to its students, faculty, staff, donors and others to ensure that the use of its name falls, in general, within its primary mission of education and research. Some activities such as promotion of individual causes, political or otherwise, clearly fall outside its mission as a public institution.
2. Use of University trademarks in connection with an activity, project or product implies a close association with the University and is generally construed as sponsorship or endorsement. The University must ensure that this portrayal is accurate and that it has the requisite control of the activity, project or product to ensure that the implied close association remains an accurate representation of the affiliation with the University.
3. Use of University trademarks in situations having a potential to diminish or damage the University’s image and reputation must be avoided.
4. If there is a potential for financial, legal or reputational risk to the University through the use of its trademarks, for example on a particular product, such use of University trademarks should be avoided.

5. Florida Polytechnic University's trademarks may not be used in any way that discriminates or implies discrimination against any person or group based on race, color, national origin, marital status, sex, religion, age, disability, sexual orientation, gender identity, gender expression, or veteran status, or in any other way that would be in violation of Florida Polytechnic University's non-discrimination policies or practices.
6. No one other than the Florida Polytechnic University may claim copyright or trademark rights to the University trademarks or seek to register any design that incorporates a University trademark.
7. Use of any University trademarks shall follow these guidelines and additionally must adhere to the graphic standards outlined in the University's Graphic Standards & Brand Guide. In most cases, such use will require review and approval by the Director of Marketing and Communications before printing or manufacturing is permitted.
8. The University's trademarks may not be used to create new trademarks and may not be integrated or combined with existing trademarks. Issues regarding co-branding must follow the guidelines above and require review and approval by the Director of Marketing and Communications and the Office of the General Counsel.
9. The University Seal represents the Office of the President and Board of Trustees and is used to authenticate official University documents and to communicate the significance of special occasions and events. It is generally reserved for more formal uses such as graduation programs, transcripts, diplomas and certificates.

D. GUIDELINES FOR USE BY UNIVERSITY DEPARTMENTS AND UNITS:

1. **Use for Official University Business.**
 - a. University departments and units may use the University trademarks – with the exception of the University Seal, which represents the Office of the President and Board of Trustees – as well as the name of the individual department/unit, in the following activities:
 - i. Stationery, business cards and other materials used by the department/unit in the course of its University-related activities;
 - ii. Any content in printed, electronic or multimedia form in which the department/unit involved regularly communicates with their constituencies, including course catalogs and related materials, “home pages” on the University website and similar publications issued by the department/unit;
 - iii. Course materials and any materials prepared for use in connection with courses conducted at the University, whether in printed or digital form.
 - b. In any such use, the department/unit involved should take care that its use does not adversely affect other departments/units or the institution as a whole. Ultimately the Director of Marketing and Communications has the right to review and determine the appropriate use of the University trademarks.
2. **Approval of Use Required.** Any other use of University trademarks or the name of the individual University department/unit will require approval by the Director of Marketing and Communications. In particular, prior approval is required if the use of name involves the sale or distribution for financial consideration of a product or service or the granting of a license for use of the name on merchandise, including but not limited to apparel, software or electronic media.
3. **Use for Marketing or Publicity.** Any news, marketing and/or publicity materials designated for dissemination to media channels and core external audiences of elected/appointed officials, investors, donors, students, parents and others concerning official University matters requires up-front involvement (at the planning stages) with the Director of Marketing and Communications or his/her designee. The Director of Marketing and Communications or his/her designee, working

with the mandate and approvals of the University's administrative leadership team, must review any materials and information targeted at the media and core external audiences. The Director of Marketing and Communications, or his/her designee, should be an integral part of any continuing external publicity or marketing outreach by other parties if it involves the use of University trademarks.

4. **University Business Cards and Letterhead.** Use of the University trademarks on letterhead and business cards is standardized and regulated by the Office of Marketing and Communications.

E. GUIDELINES FOR USE BY UNIVERSITY FACULTY, STAFF AND STUDENTS:

1. **Personal Use.** Faculty members and staff may use the Florida Polytechnic University and Florida Poly name to identify themselves on stationery, business cards, publications in research or educational journals and other materials used only when in the course of their University-related activities (e.g., John Smith, Professor of Mathematics, Florida Polytechnic University). Students may wish to identify themselves as students of the University in biographical information. In using or authorizing use of the Florida Polytechnic University and Florida Poly name to identify themselves in connection with academic activities conducted with outside individuals or entities (e.g., authoring a book), members of the University community should assure that the Florida Poly name is used in a manner that does not imply University endorsement or responsibility for any particular activity, project or product. For example, when authoring a book, a faculty member may state his or her academic appointment at Florida Poly on the inside of the book or book jacket. The name of the University should not appear on the cover of the book. Likewise, the University name may not be used in the title of any journal or other publication without the express permission of the University. Such permission will not normally be given in any circumstance where the University does not retain exclusive editorial control over the publication.
2. **Prohibited Use.**
 - a. Use of University trademarks is not permitted for cards, stationery, signage, promotional literature, web sites or other communications used in connection with an individual's private activities or business.
 - b. Because "Florida Polytechnic University" and "Florida Poly" are trademarks of the University, and to avoid any confusion between official and personal websites, faculty, staff, students and third parties are not permitted to create URL names for personal websites that include the words "florida polytechnic," "florida poly" or "flpoly."
3. **Approval of Use Required.** All other proposed uses of the "Florida Polytechnic University" and "Florida Poly" name by faculty, staff OR students should be submitted to the Director of Marketing and Communications for approval.

F. GUIDELINES FOR USE BY STUDENT ORGANIZATIONS:

1. **Unregistered Student Organizations.** Unregistered student groups, clubs or organizations are not eligible to use the University name or its trademarks, which include the University Mascot, Logo and Seal.
2. **Registered Student Organizations.**
 - a. **Eligible Use.** Only Student Organizations, registered pursuant to University regulation FPU-3.002 Student Government and Student Organizations, ("RSOs") may use the University name and Mascot in association with their organization or activities, subject to the guidelines and required approval provided for herein.
 - b. **Prohibited Use.** RSOs may not use the University Seal or Logo in any capacity.
 - c. **Appropriate Use of University Name.** An RSO may not use the "Florida Poly" or "Florida Polytechnic University" name prior to the student organization name, indicating sponsorship by the University. An RSO may only use the University name following the student

organization name, preceded by “at” (i.e., Registered Student Organization Name at Florida Poly). An RSO may use “Florida Poly Chapter” at the end of the organization’s name if the organization is affiliated with a national or regional organization.

- d. **Use for Internal Purposes.** An RSO may use the University name and Mascot for "in-house" purposes such as on posters, signs and banners dealing with the on-campus activities of the organization, provided such use reflects positively on the University and is in accordance with the University’s Graphic Standards & Brand Guide.
- e. **Giveaway Products.** An RSO may produce or give away products (such as T-shirts) bearing the University name and Mascot combined with the name of their organization or activity for purposes of internal use by club members, provided the usage reflects positively on the University and is in accordance with the University’s Graphic Standards & Brand Guide.
- f. **Use and Placement Standards.** Use of the University Mascot must adhere to the brand standards and may not be modified in any way or combined with other logos or verbiage. The University name and Mascot design must stand alone and be surrounded by clear space.
- g. **Approval of Use Required.** To ensure consistency in the use of the University’s trademarks, all product designs must be approved by the Director of Marketing and Communications before production.
- h. **Appropriate Representation of University Affiliation.** The University’s registration of a student organization does not imply support for any student organization’s purpose, philosophy or activities. Therefore, RSOs may not use the name of the University or any University trademark in a manner that suggests or implies University endorsement of a point of view or personal, religious, or political opinion, business activity, movement, or program that is not official University business. If there is potential for confusion in a statement describing affiliation with the University, the organization should use a disclaimer stating that the University is not involved in the business, activity, movement, etc.

G. GUIDELINES FOR USE BY THIRD PARTIES:

1. **Appropriate Third Party Use.** In general, use of the University’s name, trademarks or the name of an individual University college, department or unit requires written approval by the Director of Marketing and Communications and the Office of the General Counsel as outlined above. However, certain uses by third parties are generally permitted and do not require written approval:
 - a. **Reporting Purposes.** A third party may use the University name when reporting a transaction internally or reporting a transaction to regulatory authorities as required by applicable law. For example, a corporation that has made a grant to the University may report the amount of such grant in internal documents summarizing its charitable activities, or on its tax returns.
 - b. **Identification of Funding Recipient.** A non-profit or government entity that has funded research or programming at the University may disclose that it has provided such funding. In addition, if such funded research is published, the source of the funding should be indicated along with the University affiliation of the researcher.
 - c. **Copyright Ownership.** If a third party receives a license to use or distribute material written or developed by the University, the material should include a written acknowledgment that the copyright is owned by Florida Polytechnic University and that the material is being used or distributed under the terms of a license with the University (with all other rights being reserved).

- d. **News Media.** Media outlets may use the name and logo of the University for editorial reporting (i.e., non-advertising) purposes when covering the University.
- 2. **Commercial Licenses.** In order to protect and promote the value of its name, brand interests and trademarks, the University may grant revocable licenses to third party entities for limited use of the University trademarks for approved commercial, promotional and product purposes.

H. INTERNAL APPROVAL PROCESS

- 1. Any proposed use of the University name and/or trademarks that refers to the institution as a whole, or which requires approval in advance pursuant to this policy, must be submitted to the Director of Marketing and Communications.
- 2. The Director of Marketing and Communications will review all requests upon submission and will subsequently forward each request, with a recommendation to the Office of the General Counsel, who will make the final decision.
- 3. Any proposed use of the University name and/or trademarks that refers to an individual department or unit should first be submitted to the Vice President who oversees such department or unit for approval prior to submission, as required, for review by the Director of Marketing and Communications and transmittal to the Office of the General Counsel.
- 4. In considering any proposed use pursuant to this policy, University officials will be guided by the following considerations:
 - a. whether the association between the University and the activity, project or publication is accurately represented and whether appropriate mechanisms are in place or can be put in place to ensure that the representation continues to be accurate;
 - b. whether the manner in which the University’s trademark is used is consistent with its educational mission and will result in a positive effect on the image of the University;
 - c. whether suitable arrangements have been made or can be made for the University to realize a benefit, financially or otherwise, from the use of its trademarks;
 - d. whether the University will incur any potential liability from the proposed use of its trademarks.

I. APPENDIX

- 1. Visual Signature Overview (attached)

POLICY APPROVAL	
Policy No.: FPU-1.0132P	
_____ Initiating Authority	_____ Date
_____ Policies & Procedures Review Committee Chair	_____ Date
_____ President/Designee	_____ Date
_____ Approved by FPU BOT, if required	_____ Date
EXECUTED SIGNATURE PAGES ARE AVAILABLE IN THE OFFICE OF THE GENERAL COUNSEL	