

Shawnee State University

POLICY TITLE:	MARKETING, BRANDING, & USE OF UNIVERSITY LOGO
POLICY NO. :	5.39REV
ADMIN CODE:	3362-5-39
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EFFECTIVE DATE:	02/10/2023
NEXT REVIEW DATE:	02/2026
RESPONSIBLE OFFICER:	VPAEM
APPROVED BY:	BOARD OF TRUSTEES

1.0 OVERVIEW

- 1.1 Shawnee State University is the owner of all right, title and interest in its trademarks, trade names, graphic images, logos, seals, symbols, mascot, taglines, and any other marks associated with the University and its brand.
- 1.2 Shawnee State’s brand is a valuable asset and should be promoted and protected. Consistent use of Shawnee State University’s brand (colors, images, style, fonts, logos, marks) reinforce the University’s image, reputation, and relationship with key stakeholders, including students and families, prospective students, donors, alumni and community partners.
- 1.3 The Office of Marketing & Communications is the official manager of the SSU brand and is charged with establishing and enforcing branding guidelines that are available on the Office of Marketing & Communications website and overseeing appropriate use of Shawnee State University’s logos, the University Seal, identity marks including names like “Shawnee State” and brand elements.
- 1.4 The Office of Marketing & Communications will function to support institution-level priorities, including the university website; recruiting for enrollment management and admissions; development, alumni & community relations; and executive communications. Students, colleges, departments and programs will receive direct brand design support from the Office of Marketing & Communications only where sponsored by the corresponding Vice President. Design services for publications and materials not supported by the Office of Marketing & Communications are accessible through University Printing Services.

2.0 BRAND COMPLIANCE

- 2.1 Admissions Recruitment, Development, Alumni Relations and Athletics Promotion: All materials used in official marketing campaigns, to recruit new students, build relationships with alumni and donors, fundraise, or promote athletics must be coordinated through the Office of Marketing & Communications to adhere to established marketing strategies.
- 2.2 Internal Divisions, Departments & Units: Units, staff, students, departments, and divisions carrying out activities that would enhance the University’s reputation and

that carry the University's logo must follow established branding guidelines available on the Office of Marketing & Communications website. Design services may be accessed through University Printing Services.

3.0 USE OF SHAWNEE STATE LOGOS

- 3.1 The University has registered its marks to ensure protection of the integrity and identity of the University.
- 3.2 Permission is needed by the Office of Marketing & Communications for use of the University name or marks for anything other than Official University business. This applies to student groups and organizations that would like to use the University name in conjunction with their group or activities, or those groups desiring use of the University's identifying marks.
 - 3.2.1 A registered student organization or sport club may make use of the University name in its title, publications or letterhead, but may not use the name in a manner that would constitute an endorsement, approval or underwriting of any organization, product, activity, service or contract by Shawnee State University. Ex: "The Chemistry Club at Shawnee State" is permissible. "The Shawnee State Chemistry Club" is **not** permissible.
 - 3.2.2 A registered student organization or sport club may make use of the University logo only if granted written permission by the Office of Marketing & Communications.

4.0 LICENSING

- 4.1 Use of Shawnee State University trademarked name, logos and brand are prohibited by external vendors without a license agreement or other contractual agreement.
- 4.2 License agreements may be obtained through the Office of Marketing & Communications who will coordinate with Procurement Services.

5.0 EXCEPTIONS

Promotional materials, including posters, flyers, and t-shirts, that are event-specific, are not a part of a marketing campaign, and do not carry the University logo are not subject to the branding guidelines.

6.0 GUIDELINES

Official branding guidelines will be established and posted on the Office of Marketing and Communications web site at www.shawnee.edu.

History

Effective: 02/10/17

Revised: 02/10/23; 03/13/20