

## **RESOLUTION F04-23**

### **APPROVAL OF RENAMING AND REVISION OF POLICY 5.39REV MARKETING, BRANDING, & USE OF UNIVERSITY LOGO**

WHEREAS, Shawnee State University owns valuable rights to trademarks, trade names, and other intellectual property associated with the University; and

WHEREAS, University officials wish to continue promoting the University through the use of items associated with its brand, in recruiting, development, alumni and community relations, athletics, and other functions; and

WHEREAS, the University also wishes to continue to protect its trademarks, logos, and other branding items from improper uses; and

WHEREAS, it is in the University's interest to bolster the existing Marketing and Branding policy by specifically addressing permissions needed before Shawnee State logos are used for matters other than official University business; and

WHEREAS, revisions to Policy 5.39Rev, Marketing, Branding, and Use of University Logo have been recommended by the President;

NOW, THEREFORE, IT IS RESOLVED that the Shawnee State University Board of Trustees approves renaming Policy 5.39Rev, Marketing & Branding to Marketing, Branding, and Use of University Logo, and revising the policy with new language regarding permission for use of logos for matters other than official University business.

(February 10, 2023)