Use of Institutional Name or Logo

Document Number: SCM-0002 **Date Published(sys):** 7/8/2021

General Description

Purpose:

Trinity University has obtained the official U.S. Trademark registration on both the University name and the University seal.

Any firm or its advertising agency requesting the use of pictures or facilities of the institution for sale or advertising purposes, or requesting the use of any copy relating to such pictures or facilities, should be referred to the Assistant Vice President, University Communications. That office is responsible for determining whether the institution's name may be used in conjunction with the particular project or service. In certain cases, the Assistant Vice President for University Communications may refer requests to the President, Vice President for Finance and Administration, or others as appropriate.

Exceptions:

None

Policy Content

Trademark Policy Statement

Background

Trinity University has obtained the official U.S. Trademark registration on both the University name, the University seal and the spirit logo.

Policy Statement

The University's main objectives in officially registering its name and seal are:

1. To protect the University's reputation
2. To promote a positive University image

The Vice President for Finance and Administration is responsible for licensing the University name and/or seal and a licensing agreement is required for commercial use of its name or seal on products.

The University does not permit the use of its name and/or seal in any announcement, advertisement, publication, report, if such use in any way implies institutional endorsement of any product or service without the permission from the Vice President, University Communications.

Whenever the University does enter into licensing agreements, it will do so with reputable and financially sound manufacturers.

No University department or university-sponsored student organization will have to pay royalties or be required to obtain permission from the Vice President for Finance and Administration for using the University name and/or seal if such use is solely for internal use.

Recognized student organizations may not use the University seal and may use the University name only in a locational sense (i.e., Catholic Student Group at Trinity University).

No student organization is permitted to use the University name and/or seal in a commercial, fund-raising, or profit-making way unless by permission from the Vice President for Finance and Administration.

The staff of the Office of Finance and Administration will be responsible for assuring receipts, accuracy of royalty reports and for identification and pursuit of trademark infringements.

The University name and/or seal with carry the ® mark except on University stationery and all internally produced publications.

Revision Management

Revision History Log:

Revision #:	Date:	Recorded By:
v1.0	8/1/2019 10:10 AM	Marisa Kitchen

Vice President Approval:

Enter Vice President(s) that are responsible for approving this document

Name:	**Title:**
Tess Coody-Anders	Vice President for Strategic Communications & Marketing