University of Oregon  
Policy Statement Update Form

Policy Title:  
Use of Seal, Logo, or Images of University of Oregon Properties

Update submitted by:  
Name: Kathy Warden for Matt Dyste and Colin Miller  
Phone: Matt: (541) 346-6037; Colin: (541) 346-3559  
Email: Matt: mdyste@uoregon.edu; Colin: colinm@uoregon.edu  
Organization: Marketing and Brand Management and Design & Editing Services  
Date: November 3, 2010

Policy Number: 07.00.01

Note: If the update contains considerable changes, it may be deemed a substantive policy change by the Office of the Senior Vice President and Provost and require the same process as do initial policies.

Reason for Update:  
To update current policy and include external and internal publication of subject.

Changes occur in which of the following sections of the Policy Statement:

| Who is Governed by this Policy: | □ No change |
| (Please mark all that apply) |  
| x Faculty |  
| x Students |  
| x Staff |  
| x Other: University Community | |

| Who Should Know this Policy: | □ No change |
|Anyone wishing to use the University of Oregon seal, logo, or images. |

| Change in Policy Statement: | □ No change |

Use by External Parties
The University of Oregon does not lend, endorse, sponsor, or partner with external parties through the use of its name, logos, campus images or photos of buildings and grounds in a way that could imply an endorsement or sponsorship of a company, individual or other entity, its products, charitable contributions, or other business activities unless formal written approval has been granted. The University has existing relationships with charitable organizations, manages sponsorships with businesses through its Intercollegiate Athletic Department and has a formal licensing program managing the use of its trademarks.
Requirements of Consent
A waiver to this prohibition may be considered if such endorsement is the subject of an agreement of substantial importance and value to the University, who retains all rights to make such decisions. The external entity proposing a waiver must submit a formal request to the Marketing and Brand Management office. The decision to grant a waiver and the extent of the same shall be at the discretion of that office, taking into consideration, among other things, the University’s marketing and brand management’s goals:

To promote and protect the University through implementation of a management system which establishes the means for consistent, favorable, and professional use of the brand and the trademarks and to fulfill the legal obligation to protect the University’s image and trademarks.

The University of Oregon prefers to negotiate waivers request with a minimum of three weeks advance notice and reserves the right to deny negotiations if the timeliness factor is not observed.

Use by Internal Parties
The University of Oregon seal may be used by internal parties only for purposes which will promote the goals and purposes of the University. The same limitation shall apply to the University logo.

The director of Design and Editing Services is authorized to approve any published logo that represents the University of Oregon in whole in part. Responsibility for ensuring that only approved logos appear in publications and in advertisements shall be with the head of the department placing the printing order. The vice president for University Relations is authorized to grant exceptions to this.

Use of the logo or seal shall follow the guidelines established in the publication, “How We Tell Our Story – Communication Standards for the University of Oregon.”

The registrar is authorized to use the university seal on official papers such as diplomas, transcripts and other official documents of that office. The president has delegated the vice president for University Relations authority to make any other determinations about use of the university seal and signature.

The Oregon Duck
The Oregon Duck is copyrighted and licensed to the university under a special agreement. Special care must be taken when using this mark. Use of the costume character is coordinated through the Department of Intercollegiate Athletics. Other uses of the Oregon Duck are managed through the Office of Marketing and Brand management.
Administration
The Marketing and Brand Management Office shall be responsible for implementation and interpretation of the University of Oregon’s identifying marks or images by external parties and for negotiating the required contracts. For more information, see the Trademark Licensing policy.

Design and Editing Services shall be responsible for implementation and interpretation of the use of the University of Oregon’s seal or logo by internal parties.

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<tr>
<th>Change in Procedures:</th>
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How We Tell Our Story – Communication Standards for the University of Oregon

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<tr>
<th>Change in Exclusions and Special Situations:</th>
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<td>[Insert section]</td>
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<table>
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<tr>
<th>Definitions:</th>
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<th>Forms/Instructions/Regulations:</th>
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<thead>
<tr>
<th>Cross Reference to Related Policies:</th>
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<tbody>
<tr>
<td>Trademark Licensing Policy</td>
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<tr>
<th>Responsible University Office:</th>
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University Office: Marketing and Brand Management and Design & Editing Services
Office Website URL: http://uomarketing.com/ AND http://des.uoregon.edu/
Policy Owner(s): Matt Dyste and Colin Miller
   Email: Matt: mdyste@uoregon.edu; Colin: colinm@uoregon.edu
   Phone: Matt: (541) 346-6037; Colin: (541) 346-3559

<table>
<thead>
<tr>
<th>Related Documents:</th>
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<td>[Insert section]</td>
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<th>Frequently Asked Questions:</th>
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Organizational Category: □ No change
(Please mark only one)

x Administration and Governance
□ Academic and Curricular
□ Human Resources
□ Facilities
□ Students
□ Finance and Business Affairs
□ University Relations
□ Health and Safety
□ Research
□ Information Technology
□ General

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REVIEW AND APPROVAL

Responsible Office:

Policy Owner(1): ___________________________ Matt Dyste approved via email
Signature

11/15/2010
Date

Policy Owner(2): ___________________________ Colin Miller approved via email
Signature

11/15/2010
Date

Supervisor (1): ___________________________ Betsy Boyd approved via email
Signature

11/15/2010
Date

Supervisor (1): ___________________________ Signature

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REVIEW AND APPROVAL

☑ CHANGES ACCEPTED

☐ CHANGES DEEMED SUBSTATIVE AND MUST BE RESUBMITTED.

Office of the Senior Vice President and Provost

Signature

11/15/10
Date

POLICY UPDATE EFFECTIVE DATE: 11/15/2010
Email approvals:

From: Betsy Boyd
Sent: Monday, November 15, 2010 12:45 PM
To: Matt Dyste
Cc: Colin Miller; Kathy Warden; Michael Redding
Subject: RE: Logo policy

Kathy –

I am responsible for the Office of Communication and Office of Marketing and Brand Management, both departments of Public and Government Affairs, a division of University Relations. Please consider this e-mail approval of the logo policy for inclusion in the policy library. –Betsy

Betsy Boyd
Associate VP Public & Government Affairs and Federal Affairs Director
University of Oregon
(541) 346-0946 Office
(541) 513-1746 Mobile
eaboyd@uoregon.edu

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From: Matt Dyste
Sent: Monday, November 15, 2010 12:35 PM
To: Betsy Boyd
Cc: Colin Miller; Kathy Warden
Subject: FW: Logo policy

Would you please approve this for inclusion in the policy library? Colin and I have both reviewed this and approve.

Thank you,

Matt Dyste

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From: Matt Dyste
Sent: Wednesday, November 10, 2010 10:27 AM
To: Colin Miller
Cc: Kathy Warden
Subject: Re: Use of seal, logo, and images

Fine with me.

Matt Dyste
Sent from a handheld

11/15/2010
On Nov 10, 2010, at 10:24 AM, "Colin Miller" <colinm@uoregon.edu> wrote:
Looks good, Kathy, you might apply the same language to Matt's section in 'Administration':
"implementation and interpretation of the use of the UO marks by external parties . . ."

Matt, do you agree with this?

Colin

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From: Kathy Warden
Sent: Wednesday, November 10, 2010 10:00 AM
To: Colin Miller
Cc: Matt Dyste
Subject: RE: Use of seal, logo, and images

Colin:
I made the changes and highlighted them in red. Let me know if that was what you had in mind.

Just a reminder to both of you...For record purposes, I do need an email from your supervisors also approving this policy update.

Thanks!

Kathy Warden
Program Manager
Office of the Senior Vice President and Provost
(541)346-3531

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From: Colin Miller
Sent: Wednesday, November 10, 2010 9:30 AM
To: Kathy Warden
Cc: Matt Dyste
Subject: Re: Use of seal, logo, and images

Hi Kathy, this looks good except that in a few places it refers to the "internal" use of the logo and seal. I think this is a little misleading since much of what gets created is distributed externally, and we're especially concerned about things that are intended for outside audiences. The difference between what Matt and I are concerned with is that he's responsible for items that are created externally and I'm responsible for things that are created internally, regardless of final distribution.

So under "Use by Internal Parties" it should probably say something like "The UO seal may be used by internal parties only for purposes . . ." Same with the "Administration" section.

Let me know what you think,

Colin

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On 11/9/10 2:51 PM, "Kathy Warden" <kathyw@uoregon.edu> wrote:
Hi Colin. Just checking on the status of this policy. I would like to get the updated version posted in the library soon. Thanks.

Kathy Warden
Program Manager
Office of the Senior Vice President and Provost
(541)346-3531

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From: Kathy Warden
Sent: Wednesday, November 03, 2010 3:45 PM
To: Matt Dyste; Colin Miller
Subject: Use of seal, logo, and Images

I talked with Beverlee Stilwell today about the two policies that currently exist speaking to the issue of using the UO logo, seal, or images. There are two because one is in regards to external use and one is for internal use. Our thought is that it would make better sense to have one policy on the topic. Since each of your departments own a part of this, I wanted to get your thoughts. I took a look at both of your policies and put together a draft for the policy update. The one currently in the Policy Library only addressed the internal use. Please take a look and let me know if you are OK with this. If you both approve, I will also need your supervisors' approval which can be done with an email sent to me by them approving it. Let me know what you think...if it needs additions or changes made. Thanks.

Kathy Warden
Program Manager
Office of the Senior Vice President and Provost
(541)346-3531