



Policy Concept Form

As part of the University of Oregon Policy development process, all new Policy proposals, as well as proposals for the revision or repeal of existing Policies, must be submitted via this form to the University Secretary (the policy custodian). The Secretary will forward completed concept forms to the President's Policy Advisory Council for consideration pursuant to the University's Policy on University Policies. Please remember:

A "Policy" as defined by the University Policy on Policies (1) has broad application or impact throughout the University community, (2) must be implemented to ensure compliance with state or federal law, (3) is necessary to enhance the University's mission, to ensure institutional consistency and operational efficiency, or to mitigate institutional risks; or (4) is otherwise designated by the Board or the President as a University Policy subject to the Policy-Making Process authorized in Section 4. A policy establishes rights, requirements or responsibilities. Excluded from this definition are things such as, but not limited to, implementation guides, operating guidelines, internal procedures, and similar management controls and tools.

[Complete the following information as thoroughly as possible; response boxes will expand as filled.]

CONCEPT SUBMITTED BY:

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ORGANIZATION:	Board of Trustees

POLICY CONCEPT SUBJECT MATTER (including existing policy number if appropriate):

UO Policy 07.00.01 (Use of Seal, logo and images)

STATEMENT OF NEED FOR THIS POLICY CONCEPT (i.e. What is the problem this concept seeks to address, and how does this proposal do so?):

UO policy 07.00.01 needs to be updated to reflect current titles, verbage and publications. We are not proposing any substantive changes to the policy, but reflecting current organizational structures and language.

WHO OR WHAT MIGHT BE AFFECTED BY THIS POLICY CONCEPT, AND HOW? *List all individuals, groups, etc. that would be impacted by this concept and the nature of any possible impacts (both positive and negative).*

No one - makes the policy consistent with current practice and contains no substantive changes.

WHAT COSTS MIGHT BE ASSOCIATED WITH THIS CONCEPT, BOTH IMPLEMENTATION AND RECURRING?

None

WHAT OTHER RESOURCES (HUMAN, PHYSICAL, OPERATIONAL, FINANCIAL, TECHNOLOGICAL, ETC.), WILL BE NEEDED TO IMPLEMENT AND MAINTAIN COMPLIANCE WITH THIS POLICY?

None

DOES THE PROPOSED CONCEPT IMPACT EXISTING POLICIES, GUIDELINES OR PROCEDURES? DOES THE PROPOSED CONCEPT RELATE TO A MATTER WITHIN A UNION CONTRACT? IF SO, PLEASE LIST.

No

ADDITIONAL INFORMATION YOU WISH TO SHARE?

No

PLEASE PROVIDE ANY SUGGESTED LANGUAGE AS AN ATTACHMENT TO THIS FORM.

FOR OFFICE USE ONLY

Date Received:

**POLICY****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 University Advancement Office and has a formal trademark 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 logos, symbols, and 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~~ Marketing Communications is authorized to approve any published logo that represents the University of Oregon in whole or 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 associate vice president for Marketing Communications and Brand Management ~~University Relations~~ is authorized to grant exceptions to this.

Use of the logos or the seal shall follow the guidelines established in the publication, "How We Tell Our Story – Communication Standards for the University of Oregon," and available at brand.uoregon.edu

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 designated the University Secretary as the official keeper of the university seal and has delegated to the vice president for University Relations-University Advancement, or their/his/her delegates, authority to make any other determinations about use of the university seal and signature marks.

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 Offices of Marketing Communications and of Marketing and Brand Management.

Administration

The Marketing Communications and Brand Management Offices 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~~ Marketing Communications shall be responsible for implementation and interpretation of the use of the University of Oregon's seal or logo by internal parties.

RELATED RESOURCES

<http://brand.uoregon.edu/> ~~Provide links to forms, external pages, implementation guides, etc. if applicable. Leave blank if not.~~