



EXTERNAL AFFAIRS POLICY

NUMBER/TITLE: EA800 University Name and Trademark Policy

Covered Individuals: All Employees and Students and All External Users **Strategic Priority:** Objective 2.1

Covered Locations: All Locations

HLC: 1.A

Effective Date: June 19, 2019

Consultations: VPMES

POLICY STATEMENT

Upper Iowa University protects its name, seal, trademarks, and service marks to ensure they are used appropriately, legally, and in ways that support and advance the University's mission. Use of these identifiers must not imply University endorsement, affiliation, or support without proper authorization. All commercial and certain noncommercial uses require approval through the Office of Communications and Marketing (OCM) or the University's designated licensing agent.

PURPOSE

To establish standards for the proper use of Upper Iowa University's name, seal, trademarks, and service marks. It is intended to:

- Protect the University's brand and legal rights
- Prevent unauthorized or misleading use
- Ensure all uses align with institutional values, mission, and ethical standards

DEFINITIONS

University Name: "Upper Iowa University," "UIU," and any other name or abbreviation with University-wide application.

Logos: The University supports three primary logos:

- **University Logo:** Two peacock tail feathers forming a "U," displayed with "Upper Iowa University" in vertical and horizontal formats
- **Peacock Logo:** Side-profile of a peacock with four feathers on a shield background
- **Pitchfork Logo:** A stylized "U" intersected by an "I"

University Seal: A circular seal featuring an open book, the Latin phrase "Deo Duce," the year "MDCCCLVII" (1857), and "Superior Universitas Iowensis Fayetteae."

Trademarks and Service Marks: Words, phrases, symbols, or designs that identify and distinguish the University's goods or services.

Internal: A current employee or recognized University entity.

POLICY IMPLEMENTATION

1. University Name Usage

The University name is protected by law and policy and may not be used in a way that implies endorsement, affiliation, or opposition without authorization.

- All uses in advertising, publicity, or commercial materials must be submitted to OCM
- Employees are responsible for preventing misuse and ensuring accuracy of affiliation
- Personal use of University affiliation must not imply institutional endorsement

Approved Uses

- Noncommercial:
 - Recognized student groups and University organizations for identification
 - Employees accurately stating affiliation for professional or academic purposes
- Commercial:
 - Requires licensing or authorization from OCM or designated licensing agent
 - Applies to manufacturing, marketing, advertising, and distribution
 - Unauthorized endorsement or implication of University support is prohibited

2. University Seal

- Reserved for official University documents
- Not for routine or informal use
- Requires approval from OCM and/or the President's Office

3. Trademarks and Service Marks

OCM manages trademark protection and enforcement.

- Use of marks requires express permission
- Marks must not be used in discriminatory or unethical ways
- Registered marks must include the ® symbol
- Users should follow the University Brand Identity Guide

a. External Use

- Licensing required for all non-University users
- Royalties apply to commercial use
- Exceptions include:
 - News reporting
 - Original, non-reproduced artwork

- Congratulatory/supportive messaging (no logos/symbols)

b. University Suppliers

Licensing required unless used for:

- Institutional publications and promotions
- Printed supplies not for resale

c. Internal Use

Managed by OCM.

Exempt from licensing:

- Educational and scholarly materials
- Institutional promotions and recruitment materials
- Advancement-related fundraising materials

Requires licensing:

- Products created for resale
- Royalties may be waived for internal uses.

d. Royalty Exemptions

May be granted for:

- University or affiliated group use for internal consumption or at-cost sale
- Approved sponsor advertising agreements

e. Revenue Distribution

Net revenue is deposited into the University's general revenue fund.

4. Failure to comply with this policy may result in:

- Confiscation of non-licensed items at the responsible party's expense
- Legal action for unauthorized commercial use

CUSTODIAN

Office of Communication and Marketing (OCM)

RELATED DOCUMENTS, FORMS, AND POLICIES

University Brand Identity Guide

Guidelines for Internal Use

HISTORY

New/Revision Number:	Date of Action/Approval	Revision Change
EA800.1	5/13/2026	Approved by UPC & President's Council
EA800.1	3/17/2026	Moved to New Policy Template
EA800	6/19/2019	Approved by PC & BOT