



The
UNIVERSITY
of **VERMONT**

Policy V. 3.4.4.2

Responsible Official: Senior Vice
President and Provost

Effective Date: October 14, 2008

University Name, Symbols, Letterhead, and other Proprietary Indicia of Affiliation

Policy Statement

Trademarks identifying the University, its products, services, programs, or activities are the property of the University, protected under state and federal trademark law ("University Trademarks"). Unauthorized use of a University Trademark constitutes an unlawful infringement of the mark. The University's name, logo, seal, letterhead, and other indicia of institutional affiliation ("Stationery and Symbols") are therefore also the property of the University. They are to be used only in an authorized manner and in advancement of the University mission.

Reason for the Policy

This Policy is designed to establish general expectations and rules associated with the use of the University's Stationery and Symbols.

Strategic Direction

University Stationery and Symbols are communications vehicles in service to the institutional mission as expressed in the [University's Strategic Plan](#)

Applicability of Policy

This Policy applies to University faculty, staff and students and external persons and entities.

Policy Elaboration

As described in the University's Trademarks policy and restated above, trademarks identifying the University, its products, services, programs, or activities are the property of the University, protected under state and federal trademark law. Unauthorized use of a University trademark constitutes an unlawful infringement of the mark. This rule encompasses use of University Stationery and Symbols. This policy therefore described permissible uses of University Stationery and Symbols.

Faculty and staff may use University Stationery and Symbols for, and in connection with, activities undertaken as part, and within the authorization and scope, of their University employment.

Student groups officially recognized by the Student Government Association or the UVM Offices of Student Life or Residential Life may use University Stationery and Symbols only with the approval of the Director of the UVM Office of Student Life.

University faculty, staff and students may refer to their professional or student status for purposes of self-identification and in connection with external activities related to such status provided that the status is adequately represented, and further provided that such use does not state or imply University endorsement of the activity. The University's Stationery and Symbols may not be used to promote personal commercial or non-commercial activity of any kind by faculty, staff or students.

In addition, neither a faculty or staff member's professional title, nor a student's membership status in a student group or organization, may be used in the public expression of personal views in the absence of an express disclaimer of University approval or endorsement. [The disclaimer may be stated as follows: "The comments or opinions here expressed are my own and should not be taken as a statement, opinion, position or endorsement by the University of Vermont."]

Unauthorized use of University Stationery or Symbols by UVM students or employees may constitute a basis for disciplinary action against them in accordance with applicable procedures. Unauthorized use by a University affiliate may constitute a basis for termination of the affiliation. In addition, unauthorized use may be unlawful and subject violators to civil or criminal prosecution.

Use by Outside Entities- The University name, logos and registered service and trademarks and other indicia of association may be used only pursuant to, and in accordance with, University licensing agreements. Unauthorized use by outside entities of University Stationery or Symbols may be unlawful and subject violators to civil or criminal prosecution.

Permission to Use Works Subject to Institutional Copyright- Permission to use material subject to institutional copyright shall be obtained from the University Senior Vice President & Provost or his/her designee.

Definitions

None

Procedures

None

Forms

None

Contacts

Questions related to the daily operational interpretation of this policy by faculty, staff, University official or non-student affiliate should be directed to:

Office of the Senior Vice President and Provost
(802) 656-8937

Questions related to the daily operational interpretation of this policy by a student should be directed to:

Associate Vice President of Student and Campus Life/Dean of Students Office
(802) 656-3380

The Senior Vice President and Provost is the official responsible for the interpretation and administration of this policy.

Related Documents/Policies

Trademarks

http://www.uvm.edu/~uvmppg/ppg/general_html/trademark.pdf

Licensing

http://www.uvm.edu/~uvmppg/ppg/general_html/licensing.pdf

Copyright (under development)

Contracts Approval and Signatory Authority

<http://www.uvm.edu/~uvmppg/ppg/procure/contract.pdf>

Computer, Communication, and Network Technology Acceptable Use

<http://www.uvm.edu/policies/cit/compuse.pdf>

Graphic Identity - Style Guide

<http://www.uvm.edu/~pmc/?Page=printservices/styleguide.html&SM=printmenu.html>

Political Activities

http://www.uvm.edu/~uvmppg/ppg/general_html/political_activity.pdf

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Approved by the President on October 14, 2008