

<b>Volume G2:</b> General Administrative	<b>G2.99.2</b> <b>ACCEPTABLE USE OF</b> <b>UNIVERSITY BRAND AND</b> <b>TRADEMARKED PROPERTY</b>  <b>Effective Date:</b> 06/01/2019 <b>Date of Next Full Review:</b> 06/01/2024	<b>Responsible Office:</b> Marketing and Communications
<b>Chapter 99:</b> General		<b>Responsible Officer:</b> Chief Communications Officer

## POLICY STATEMENT

Northeastern Illinois University maintains its individual image through a variety of trademarked brand elements and wordmarks. All University programs, locations, and units are expected to be consistent in their application of these elements to strengthen their value and the University's ability to protect them from unauthorized use.

## PURPOSE OF THE POLICY

The purpose of this policy is to ensure a consistent use of the University's brand elements that bring together the efforts of all who constitute the University, to unify and strengthen the University's reputation, and to distinguish Northeastern Illinois University from other institutions of higher learning.

## WHO IS AFFECTED BY THIS POLICY

The University community and University-sanctioned student groups.

## DEFINITIONS

An **Icon** is a stylized graphic symbol that represents a company, organization or product in its simplest form. The "N" graphic is Northeastern's icon.

A **Logo** is a graphic element – typically comprised of a wordmark and icon – used by companies, organizations, and institutions to strengthen public recognition and perception.

**Registered Student Organization (RSO)** is a student-run club or group that has applied for and been granted official status by Student Leadership Development, and is funded by student fees.

A **Trademark** is a symbol, graphic, word, or group of words established by use as representing a company, organization, or product.

A **University unit** refers to any location, college, department, or entity within, and funded by the University.

A **University Related Organization (URO)** is an independent entity whose relationship to the University is unique or exclusive (e.g. NEIU Foundation).

A **Wordmark** is a term used to define a specific design for the written name of a company, organization, or product. It is intended to aid recognition and help provide what is often described as a graphic identity for an institution.



## REGULATIONS

Each of the University's units has unique attributes that enrich the University brand. When developing their individual marketing plans, units are strongly encouraged to work with the Division of Marketing and Communications to ensure the successful use of the University's branding elements and trademarked icons. Locations, colleges, departments, programs, offices, units, and individuals must adhere to acceptable use rules for University trademarks in accordance with this policy, and in concert with the identity specifications within this policy.

### **1. TRADEMARKS AND ICONOGRAPHY**

- 1.1. The University's Marketing and Communications unit is the sole, authorized source for the creation of taglines, icons, or graphical elements for the University used either alone or in logos.
- 1.2. University trademarks may not be altered or merged with any other mark or design element.
- 1.3. Locations and Colleges must use the approved University logo, or the appropriate logo for their location/college. Locations and Colleges may also use the Flying N icon as a stand-alone element in connection with official University business.
- 1.4. A University unit may use its name with the University's approved Wordmark only.
- 1.5. Units outside of the Division of Marketing and Communications may not create new trademarks bearing the words "Northeastern," "NEIU," "Northeastern Illinois University", or other word combinations associated with the University without approval from the University's Creative Director or Chief Marketing and Communications Officer.
- 1.6. The University logo is required on official internal and external communications, excluding individual email messages.
- 1.7. Registered Student Organizations (RSO) may use the University logo or Flying N icon, if such use complies with established/approved University branding mandates. Registered Student Organizations may not use any other University trademarks.
- 1.8. The University's official web template header and footer is used only for official University business on the web.
- 1.9. University units that wish to discuss the possible creation of a unique trademark must contact the Division of Marketing and Communications prior to the creation of any art that could be considered a logo, icon, and/or trademark. In most cases, the official NEIU logo will be recommended and/or required.
- 1.10. External vendor uses of an official NEIU trademark must first be approved by the Office of the President or the Division of Marketing and Communications. The Division of Marketing and Communications maintains the right to choose the proper logo and placement for all external usage.
- 1.11. University trademarks may be used by persons or entities outside the University only pursuant to a license, memorandum of understanding, or sponsorship agreement stating the terms and conditions of such use. All memoranda of understanding and sponsorship agreements are subject to the approval of the Office of the President or the Division of Marketing and Communications.



## **2. PRINTING AND PUBLISHING (INCLUDING WEB)**

- 2.1. When printing or publishing in color, University colors and branded elements must appear prominently on all official communication and marketing materials. No other color variants are approved for use.
- 2.2. The use of official University letterhead and business cards is required in matters of official University business.
- 2.3. All neiu.edu websites must use the official web template.
- 2.4. Use of University trademarks in print and electronic materials including email and social media must conform to approved University brand specifications.
- 2.5. University units may not use material that is copyrighted and/or trademarked to a third party without the express, written consent of the right or mark holder(s) prior to any printing, publication, or promotion containing the material.
- 2.6. University units or individuals that wish to create unique web domains that reference "Northeastern" through trademark or written form must contact the Division of Marketing and Communications prior to the creation of any page. In most cases, a vanity URL will be assigned to an existing page within neiu.edu

## **3. PRESIDENTIAL SEAL**

- 3.1. The Presidential Seal may be used only if authorized by the Office of the President. It is reserved for use on official documents bearing the signature of the president, on official University awards, and in connection with events that have a unique connection to the president of Northeastern Illinois University (such as commencement).

## **4. PROHIBITED USE**

- 4.1. Unauthorized taglines, icons or graphics as logos, used either alone or in logos for University units, are prohibited.
- 4.2. University trademarks and the official web template header and footer may not be used by units or vendors in a way that indicates support for or endorsement of a commercial product or service, or that could cause confusion regarding the University's relationship with any person or entity. Potential confusion must be dispelled by adding a disclaimer stating the University's independence.
- 4.3. Neither the name of the University nor any University trademark may be used in any manner that could adversely affect the University's image or standing, or would for any other reason be inappropriate for a public university. Such proscribed uses include, but are not limited to, the use of University trademarks in connection with alcoholic beverages, cigarettes or other tobacco products, sexually oriented products or services, religious products, political parties or organizations, gaming or games of chance, and firearms.

## **5. VIOLATIONS AND REMEDIES**

- 5.1. If a violation of this policy is identified, responsible units will be required to work with the Office of the President and the Division of Marketing and Communications to determine the corrective action needed, up to and including redesign and reprinting of print and/or electronic materials at the unit's expense. With respect to all violations of this policy, the University reserves the right to seek appropriate remedies under applicable law.



## PROCEDURES

1. To request use of the Presidential Seal, contact the Division of Marketing and Communications.
2. Northeastern employees who wish to use an official University trademark should first consult the usage guidelines found by following the link to the NEIU Brand website ([neiu.edu/brand](http://neiu.edu/brand)). This extends to Northeastern employees who wish to use official secondary University trademarks. In this case, the employee must follow the co-branding guidelines listed on the website. (i.e. the NEIU logo is dominant).
3. The approved color palettes for University trademarks are represented on the NEIU Brand website. Please visit the website to review the options.

## GUIDELINES

[www.neiu.edu/brand](http://www.neiu.edu/brand)

Official Trademarks can be downloaded at [neiu.edu/brand](http://neiu.edu/brand)

## AUTHOR REFERENCE

Northeastern Illinois University Identity Manual, published July 2008.

## HISTORY

Northeastern Illinois University Brand website.  
06/01/2019 University's Branding Policy is adopted  
03/01/2022 Recoded from G2.1.1

## CONTACT INFORMATION

Please direct questions or concerns about this policy to:

Contact	Phone	Email
Chief Marketing and Communications Officer	773-442-5400	<a href="mailto:president@neiu.edu">president@neiu.edu</a>

## DISCLAIMER

The University reserves the right to modify or amend sections of this policy at any time at its sole discretion. This policy remains in effect until such time as the Responsible Officer calls for review. Requests for exception to any portion of this policy, but not to the policy statement, must be presented in writing to the Responsible Officer.