

**Effective Date:** November 2020  
**Previous Version:** None  
**Policy Owner:** President  
**Approved by:** President  
**Approval Date:** 11/1/2020

## **USE OF UNIVERSITY NAME POLICY**

The University regulates use of its name, the names of its programs, its trademarks and logos to ensure that such use is related to the University's educational and service missions and promotes its objectives.

Responsibility for overseeing use of the University's names and insignia lies with the Department of Marketing.

### **Official Use**

When representing the University in an official capacity, all units of the University and members of the faculty and administration must use "NewU Inc." in their publications and documents. Approved University stationery must be used for official correspondence.

University names and insignia may be used in connection with any academic University program provided that the program has been approved in advance by the responsible Program Director, and Chief Academic Officer, as appropriate. University units, faculty, staff and student organizations that wish to use University names or insignia in connection with any non-academic University program, activity, service or product must obtain the approval of the Chief Marketing Officer before proceeding.

Requests to use University names or insignia must first be presented to the appropriate Program Director, or, in the case of student organizations, to the Chief Student Journey Officer, for review. If approved, a request with supporting information must be submitted to the Chief Marketing Officer for review. The Chief Marketing Officer will review the proposed use and determine, in consultation with appropriate colleagues, whether it is properly related to the University's mission and whether the benefits of the proposed use outweighs any risks associated with the use. The Chief Marketing Officer may approve the proposed use, with or without conditions, or disapprove the proposed use.

### **Licensed Uses by Outside Entities**

University names or insignia may be used on products or in connection with services offered by outside entities only under license from the University. Requests for such licenses are processed through the Office of the President and with guidance from the Chief Marketing Officer.

Outside sponsors of University programs or activities often seek to use University names or insignia in promotional or advertising materials. While the University is pleased to recognize the contributions of sponsors, such recognition must not suggest University endorsement of

the sponsor's activities. Therefore, University names or insignia may not be used in connection with any outside entity's name or logo without prior approval of the Chief Marketing Officer. In general, the Chief Marketing Officer will approve uses which recognize or acknowledge the sponsor's contribution to the University program or activity. Uses which may suggest University endorsement or approval of the sponsor's goods or services will not be permitted.

*Private Use*

Use of University name and insignia in connection with personal activities is prohibited. The University's name must not be used in any announcement, advertising matter, publication, correspondence, or report in connection with personal or non-University activities if such use in any way could be construed as implying University endorsement of or responsibility for any project, product, or service.

**[End]**