**Identifier Guidelines**

Many projects or organizations at the University of Oregon have identifiers or trademarks related to their activities. These may include logos, trademarks, or unique names describing the project, technology or materials. To maximize the benefit of identifiers, use them consistently. Preparing guidelines can help your organization and its associates use the identifiers correctly.

Copy the template on the next page to make your organization's own identifier guidelines, which will detail the use of the identifiers by your organization, associates, and third parties.

**Instructions:** Read through the document and see if the example instructions [shown in red throughout the text] fit your organization's needs. Add any instructions that you require that are not included. Replace all instances of [organization] with your organization's name.

**Examples:** Read trademark use guidelines for some other organizations to help you consider what other kind of instructions you might want to include:

**[Organization]**

**Identifier Guidelines**

**Introduction**

This document identifies guidelines governing the use of [organization's] identifier(s) - trademarks associated with [organization] activities. In order to protect the integrity of [organization's] identifiers, and to establish consistent practice, anyone who wishes to use any of [organization's] identifiers should follow these guidelines. Federal law requires certain diligence related to identifiers and these guidelines are, in part, to support that effort.

This document has several parts. We include a list of official identifiers, information to help you identify where your use fits, guidelines on how the marks should appear, and prohibited uses. You should identify which "use group" your intended use falls into - are you using an identifier on an official [organization] publication ([organization] use), on a document related to [organization] activities, but not an official use (associates use), or by a group not directly related to the [organization] (third party use).

These official identifiers of [organization] are governed by identifier use policies:

[insert graphics or text]

**Use guidelines**

[Organization] is a [type of unit] at the University of Oregon. Our logos will be used for informational purposes, publicity, and marketing to identify [organization] official documents or a relationship with [organization].

**[Organization] Official Use**

Included in this section: official [organization] business related to academic programs and [organization] related events and presentations, such as official [organization] websites, [examples: printed materials for sponsored conferences, student handbooks, and academic program brochures]. Examples of documents or materials on which the logo is appropriate are [examples: balloons, key rings, mugs, napkins, mouse pads, clothing, hats, rubber stamps, pins, buttons, business cards, stationary, letterhead, magnets, etc.] Other uses may be approved by [organization]; please contact us in writing prior to putting the logo on any item not listed above. Other UO guidelines may apply to the medium onto which you place the logo.

**[Organization] Associates Use**

Included in this section: Placing identifiers on documents which are not [organization] official publications, but related to [organization] purposes. Examples of associate use include [examples: students who wish to use the logo on a web page or business card; staff who wish to use the logo in a presentation about their research; student groups using the logo on their websites or on informational flyers; the alumni association for their website.]

1. Identifiers may be used to identify relationship with the [organization] on these types of documents: [examples: faculty web pages, official research projects, presentations, documents related to research; students on their web pages, [organization] student group web pages, and [organization] Alumni Association web pages.]
2. Identifiers may not be used to imply endorsement of private activities (i.e. consulting, job searching, etc.) or personal opinions that do not represent the official position of the [organization].
3. Use the contact procedures defined below to gain permission and approval for your intended use.

**Third Party Use**

Included in this section: [example: anyone not an employee or student of the [organization].]

Examples of types of uses included here: [examples: companies who work with the [organization]; University departments collaborating with the [organization].]

All uses must be specifically approved and a periodic review of the activity will be required. See the Contact section below for more information.

**Format**

**Standard Uses**

[Example: if you have a logo or graphics:]

Size - The identifier must be [example: 1 ½ inches by 1 ½ inches.]

Color - [example: The identifier should always be displayed in Purple (R:51, G:0, B:153, #330099) and Gold (R:117, G:117, B: 89, #B9B159). In one color publications, use Purple (R:51, G:0, B:153, #330099).]

[Example: for graphics and text-only identifiers:]

Use the appropriate marking indicating the identifier's registration status: (™ or ®) and "This is an official trademark of the University of Oregon."

Placement guidelines - [example:

-Official use - identifiers must be the primary mark (largest and most prominent).

-Associate use - identifiers must be equivalent size to any other marks used.

-Third Party use - identifiers must be equivalent or smaller than any other marks. Identifiers must be on introduction or opening of material marked with any identifiers.]

-Availability - [example: the official identifiers are available internally to [organization] staff and faculty. Students may request them using the associate's web request form. Associate and Third Party requestors must fill out the appropriate web request forms.]

**Prohibited Uses**

-Variations of identifiers -- modification of identifiers other than those approved in advance or listed above

-Likely to cause confusion; play on words

-Inaccurately implies endorsement or sponsorship

-Disparages identifier owner

-Composite Identifiers

-In connection with unlawful activities

-Composite Marks -- combining logo with other graphics

-Part of your own or others' trademarks or identifiers

-To identify products and services that are not identifier's owners, without permission

-In connection with goods or services that may diminish goodwill in trademark/identifier

-Construed as trademark/identifier owners documents

-As part of your web site domain, company, product name

-May not represent yourself as "exclusive”, "approved," etc.

-In poor taste

**Contact/Request**

[Example: Please fill out the appropriate request form for your affiliation (associate or third party) on our website: www.xxxxxxxxxx.edu/[organization]. You will be contacted regarding approval and logo format you wish to receive.]

**General**

Use of any identifiers does not give the user any right, title or interest in the identifier; ownership resides with the University of Oregon. All goodwill associated with the identifiers will belong to the University of Oregon.