

DEPAUL UNIVERSITY



Endorsements Policy

Category: Academic Affairs - Operational

Responsible Department: University Marketing Communications

Responsible Officer: AVP, University Marketing Communications

Effective Date: 09/18/2018

Policy Summary

This policy spells out the criteria and procedures for using the DePaul name. Any undertaking that uses the name of the university or one of its entities should do so only when the use is accurate and appropriate and where there is institutional accountability.

Scope

This policy affects the following groups of the University:

- Entire University Community

This policy affects all members of the University Community.

Policy

DePaul's reputation and stature make it an attractive partner for many organizations and entities, but some uses of DePaul's name by others may not always promote the purposes of the university. All members of the university and the institution as a whole benefit when its name is well used and suffer when it is ill-used.

The university takes a legitimate interest in the use of its name and logos for at least three reasons:

- (1) The University and its members have a responsibility to ensure that any implied association with the university is accurate.

Attaching the DePaul name to an event, project or publication implies a close connection with the university, usually sponsorship or endorsement. For example, such forms as the "DePaul Project on..." or the "DePaul University Guide to..." should be used only when they refer to activities for which the university itself or one of its delegated authorities is accountable. Involvement by individual faculty, students or staff members is not, by itself, a sufficient basis to title an activity as "DePaul" sponsored. Rather the activity must be one for which the university takes institutional responsibility.

- (2) The university and its members have a responsibility to ensure that the activities with which it is accurately associated maintain standards consistent with its educational purposes.

In academic endeavors under the supervision and control of university departments, centers, institutes, or programs, adherence to these standards is assured through the normal processes of review. In other activities, relevant standards of quality and appropriateness should be established and maintained. Even some projects that satisfy the standards of quality may not appropriately use the university name (for example, partisan political activities or outside ventures carried on by individual faculty, students or staff members; see Faculty Handbook).

- (3) The university and its members have a responsibility to protect its assets by seeking a fair share of the economic value that the use of the DePaul name produces.

“DePaul University” has become a widely known and respected trademark. The commercial fruits of this fortunate reputation are largely attributable to the contributions of many generations of faculty, students and staff. Therefore they should be allocated for the benefit of the university as a whole. Any use of the DePaul name that may depreciate its long-term value should be avoided.

In accord with these responsibilities, the following standards regulate the use of the DePaul name by schools, units and individuals within the university as well as their use by individuals and institutions outside the university, as authorized.

The use regulated by this policy refers to the identification, statement or display of DePaul’s name in any way that may reasonably be interpreted as implying endorsement, approval or sponsorship by the university or one of its units. Nothing in this policy is intended to discourage fair use of DePaul’s name to comment on activities of the university or any of its units.

Procedures

I. Standards for Colleges and Schools and Other University Units

This part contains the standards for use of the DePaul name by the university and its colleges, schools and units. Part II contains the standards for use of the DePaul name by individual members of the university community.

1. A name that refers to the university as a whole may be used to identify an activity only with the approval of officials representing the university as a whole. Specifically,
 - a. colleges, schools and units may themselves use, or authorize outside individuals or entities to use, the name of the university as a whole e.g., “DePaul,” “DePaul University,” the Tree of Wisdom logo, or their equivalents only with the prior approval of the associate vice president for University Marketing except as described

in subparagraph 1(b).

- b. Approval under subparagraph 1(a) is not required for the following activities:
 - i. Stationery, business cards and other materials used by the colleges and schools or other units in the ordinary course of business;
 - ii. Official publications of the university (e.g., catalogues and related materials of the university and its various colleges, schools and units, home pages on the Web and similar digital publications, and DePaul alumni publications);
 - iii. Journals in printed or digital form published by the university or any of its colleges, schools or units in which the area involved retains sole editorial control (e.g., the Health Care Law Journal); and
 - iv. Materials prepared specifically for use in connection with courses conducted by the university (e.g., Kellstadt case studies).
2. A name that refers to individual colleges, schools or units may be used to identify an activity only with the approval of the responsible authority of the individual area and, in certain cases, the associate vice president for University Marketing. Specifically:
 - a. A college, school or unit may use, and may authorize outside individuals or entities to use, its own name (e.g., “The Theatre School”, “School of Nursing”) only with the approval of the responsible officer (the dean in the case of colleges or schools or the associate vice president for University Marketing in the case of other units), except as described in subparagraph 2(b). All activities in which outside individuals and entities are authorized to use the name of a college, school or unit should be reported to the associate vice president for University Marketing.
 - b. In addition to the approval required under subparagraph 2(a), prior approval by the associate vice president for University Marketing Communications is required for the use of the name of any college, school or unit by any outside individual or entity where the activity involves:
 - i. the sale or distribution, for financial consideration, of a product or service;
 - ii. a financial payment to the university or to any of its colleges, schools or other units; or
 - iii. a fundraising, advertising or promotional effort for any entity other than DePaul University or one or more of its colleges, schools or other units.
 - c. A college, school or unit should take due care to ensure that its activities do not use names that adversely affect other colleges, schools or units. For example, a project

conducted by one entity should not bear a name that is confusingly similar to a project carried on by another entity.

3. University officials should consider the general criteria of accuracy, appropriateness and fair value when authorizing the use of the DePaul name under any of the foregoing rules. Specifically, officials should consider the following factors:
 - a. whether the association between the university and the activity, product, or publication is accurately represented;
 - b. whether the activity, product or publication, and the manner in which it is associated with DePaul's name, are appropriate to the university's mission and values; and
 - c. whether satisfactory arrangements have been made concerning the interest (if any) to be held by the university in intellectual property and income resulting from the proposed activity.

II. Standards for Faculty, Staff and Students

This part contains the standards for the use of the DePaul name by members of the university community acting in their individual capacities. For standards for use of the DePaul name by the university and its colleges, schools and units, see the previous section, Part I.

1. Faculty members, staff and students may use or authorize the use of the DePaul name (alone or in conjunction with the name of a specific college, school or unit) to identify any activity, individual, entity or publication only with the approval of their dean or the associate vice president for University Marketing, except as described below.
2. Faculty members and staff may use the DePaul name to identify themselves (e.g., "Jane Doe, professor of economics, DePaul University"). In using, or authorizing use of, the DePaul name to identify themselves in connection with activities conducted with outside individuals and entities (e.g., authoring a book, giving an interview), it is always presumed that faculty and staff members are expressing personal views, not those of the university. As much as possible, they should assure that the DePaul name is used in a manner that does not imply university endorsement or responsibility for the particular activity, product, or publication involved.
3. Student organizations, club sports or other recognized groups may use DePaul's name or the name of a college, school or unit only with the approval of the responsible official of each entity (e.g., advisor with the consent of the dean or vice president). They may not use the university logo, signature, athletic logo, seal or coat of arms. (The Student Government Association, which is part of university governance, is allowed to use the logo.) When new uses are proposed, the responsible official should consult the associate vice president for University Marketing before granting approval. If the name is to be

used on merchandise, the Athletics Department/Marketing and Licensing must grant approval.

Student organizations, club sports and other recognized groups can create their own letterhead and business cards using the words “DePaul University” and their own logo, but may not use DePaul’s logo, signature, athletic logo, seal, coat of arms, letterhead or business cards.

Groups of students who are not recognized as official organizations by Student Affairs may not use DePaul’s name, logo, signature or any other university marks.

4. When determined necessary by a department, business cards may be produced for student-employees to identify their role as a DePaul staff member. In these cases, the head of the department must approve and pay for the cards from a university budget.
5. Students who wish to create their own business cards indicating their status as a student for networking or other purposes may do so at their own expense, but may not include information regarding student employment or the university’s logo or signature. However, the card can state that they are enrolled at DePaul University if they are a currently enrolled student in good standing.

III. Additional Provisions

1. Supplemental Rules. Colleges, schools and units may adopt supplemental rules, consistent with this policy, to govern their own activities. Any such rules should be reported promptly to the associate vice president for University Marketing.
2. Blanket Permissions. In appropriate cases, permission for ongoing activities requiring approval under this policy may be given by category.
3. Copyright Notices. No approval is necessary to include the term “DePaul University” in a copyright notice on a work for which copyright is owned by the university. Copyright notices should not include the names of individual colleges, schools or units, because the university as a whole is the legal proprietor of copyright in university-owned works. For more information, see the policy on Copyright Statement & Compliance and <http://copyright.depaul.edu>.
4. Trademark Registration. The Office of the General Counsel registers any trade or service mark of DePaul University in the United States or any foreign country. This requirement applies to both marks of the university as a whole (e.g., “DePaul” and the Tree of Wisdom logo) and marks of individual colleges, schools and units (e.g., “School for New Learning”), whether or not the mark includes the word “DePaul” (e.g., “Blue Demons”).

5. Licensing for Merchandise. Any individual, college, school or unit that wishes to grant or receive a license for the DePaul name for use on merchandise (such as apparel, mugs, calendars and jewelry) must obtain the prior approval of the Associate Athletics Director for Marketing and Licensing.
6. Use of DePaul Name in Television and Films. Requests from anyone to include references to DePaul in films, television programs, commercials and similar programs should be referred to vice president for Public Relations and Communications. The university President will make the final decision about university participation. This does not apply to news media.
7. Amicus Curie Briefs. Faculty and staff members may file or join an amicus brief in their own name or in their personal capacity as an attorney. Anyone wishing to file or join an amicus brief in the University's name or in the name of an individual college, school or unit, must obtain prior approval from the General Counsel who shall consult with the University President in making this decision. DePaul typically will not take an institutional stance with respect to third party litigation unless a matter directly relates to the University's core educational business and mission.
8. Policy On Unauthorized Use by Third Parties. The Office of the General Counsel represents the university's interests in connection with unauthorized uses of DePaul's name by third parties and will be guided in its actions by the standards embodied in this guideline and principles of trademark law.
9. Questions of Interpretation. Questions concerning the interpretation of these guidelines should be referred to the associate vice president for Public Relations and/or the associate vice president for Marketing Communications. The foregoing was adapted with permission from a policy adopted by Harvard University in 1998.

Divisional Collaborations

General Counsel - endorsements, violations

University Marketing - management of logo and signature, endorsements, use of name

Public Relations and Communication approval for TV or film

Athletics Department/Marketing and Licensing - approval of merchandise

Contact Information

Sarah Partin

Associate Vice President, University Marketing

(312) 362-5503

spartin@depaul.edu

<http://www.depaul.edu/brandmanual/html/endorse.html>

Appendices

None.

History/Revisions

Origination Date: 07/2004

Last Amended Date: 09/18/2018

Next Review Date: N/A