

# DEPAUL UNIVERSITY

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## University Logos and Signature

**Category:** Academic Affairs - Operational

**Responsible Department:** University Marketing Communications

**Responsible Officer:** AVP for University Marketing Communications

**Effective Date:** 06/15/2018

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### Policy Summary

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This policy applies to all uses, both internal and external, of the registered trademarks and other symbols of DePaul University. These are the only DePaul marks that may be used on university materials.

Units may not develop new logos or use prior logos for any purpose without authorization from the [Associate Vice President of University Marketing Communications](#).

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### Scope

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This policy affects the following groups of the University:

- Entire University Community

This policy affects all members of the university community.

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### Policy

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The DePaul University identity is a complex set of logos, signatures, graphics and text elements, the most prominent of which is our official logo. Great care has gone into the development of our identity and these guidelines with the goal of promoting and protecting our brand. These symbols replace all previously developed logos and marks. This policy applies to all uses, both internal and external, of the university logo and other registered trademarks of DePaul University.

DePaul has developed marks for each of its colleges, campuses and departments. Units may not develop or use other logos without authorization from the Associate Vice President of University Marketing Communications.

#### Tree of Wisdom Logo

The official logo is the primary component of the DePaul University graphic identity system. The logo was created to replace all other pre-existing logos developed for DePaul University. The logo, called the Tree of Wisdom, expresses the university's integration of education and religion by combining the forms of a tree and a cross within a shield. The shield is an integral part of the logo; the tree cannot be displayed without the shield. The official logo should appear in a prominent

position on all official university communication documents. This indicates that DePaul owns, controls and endorses its content. The logo also can be used on documents for non-DePaul programs which the university is co-sponsoring or partnering with another organization to produce. In partner promotions, DePaul's logo cannot be altered in any way. The logo can be used on its own or in combination with the authorized signature.

### **Signature**

The signature is a unique typographic wordmark displaying the full name of DePaul University. The signature must be used with the Tree of Wisdom logo and can only be used in authorized configurations. The logo and signature combination should be used on all official documents that do not have "DePaul University" prominently displayed in the title. The Tree of Wisdom logo and signature also should appear in all return address blocks or on the back cover if there is not an address block. The Tree of Wisdom logo and signature cannot be altered in any way.

### **Seal**

The official seal of DePaul University is the coat of arms enclosed within a frame bearing the words "DePaul University-Chicago Illinois." Use of the seal is reserved for approved signage; formal and official documents, such as diplomas, legal and official records, transcripts and programs for formal academic ceremonies; and any other legal agreements binding the university. Use of the seal requires prior authorization from the Office of the Secretary of the University.

### **Coat of Arms**

The official coat of arms of DePaul University is an emblematic description of the founding of the university. It is reserved for use in official, formal and ceremonial applications, such as invitations, materials associated with commencement or accreditation, certificates, awards or commemorative pieces. It should not be used with the athletic logo, other secondary logos or the logos of other institutions; DePaul's Tree of Wisdom logo should be used in such situations. Use of the coat of arms requires prior authorization from the Office of the Secretary of the University.

### **Athletic Logo**

The official athletic logo for the Blue Demons was developed in 1999 to reflect the energy and enthusiasm for athletics at DePaul. The Blue Demons logo is a registered trademark of DePaul. Several official athletic secondary marks are also available. The athletic logo must not be redrawn or modified in any way without prior authorization from the director of Marketing and Licensing, Athletic Department.

### **Other Logos**

DePaul's Tree of Wisdom logo should be used by all university units. Colleges, schools and other units may contact University Marketing Communications for the official version of the logo and signature specific to their program. Units may not modify DePaul's logos, develop, or use other logos without authorization from the associate vice president of University Marketing Communications and/or the director of Marketing and Licensing, Athletic Department. The athletic logo can only be reproduced in its official colors. Using screen tints of these colors is prohibited.

### **Use of Trademark Symbols**

The general symbol for a trademark, tm, should be used whenever DePaul's trademarks are displayed on goods or merchandise that have value in interstate commerce and could be sold, such as study guides, T-shirts and pencils. The mark should be used even if the intent is to give the item

away. The symbol for a registered trademark, (R), may only be used when one of DePaul's registered trademarks is displayed on goods or in relation to services for which that trademark is specifically registered. The registered trademark symbol is not required and should not be used on promotional brochures, presentations, banners, web sites or similar materials. Trademark symbols may be placed at the lower right corner of a trademark. Only one symbol is required on the item. If you have questions as to which trademark symbol is appropriate for a particular good or service, please contact the Office of the General Counsel.

### **Co-branding**

When creating materials for a program or project in which DePaul is partnering with an outside organization (co-branding), it is important to maintain DePaul's brand and image standards. In general, the prominence of the DePaul Tree of Wisdom logo and signature should be at least proportionate to its contribution to the partnership. Therefore, DePaul's logo and signature should be of equal size and prominence with a single equal partner. If DePaul is one of several lesser partners in an initiative headed by a dominant partner, DePaul's logo and signature should be of equal prominence and size with the lesser partners, but smaller than the dominant partner. In partner promotions, DePaul's logo cannot be altered in any way.

### **Foreign Translation of University Logos**

The words "DePaul University," whether in the signature or freestanding, may not be translated into other languages. When referring to the university in a foreign language, the words "DePaul University" should appear in quotes or brackets. The secondary name (the college, division or office) MAY appear in the local language.

### **Registration of University Trademarks**

The Office of the General Counsel is responsible for registering and maintaining trademark registrations on behalf of DePaul University. The Office of the General Counsel will pay all fees related to the registration and maintenance of university-wide trademarks. However, units are responsible for paying any applicable state or Federal filing fees related to the registration and maintenance of unit-specific marks.

### **Licensing University Logos and Trademarks**

Any individual, organization or company wishing to use DePaul's marks must obtain a license. For more information about obtaining a license, please see the Licensing University Trademarks policy.

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## **Procedures**

Persons with permission to use DePaul logos must reproduce them from authorized digital files or reproduction masters. Unauthorized copies downloaded from the Web or scanned from other materials are prohibited. To obtain authorized digital files or masters of the Tree of Wisdom logo and signature, contact University Marketing Communications. To obtain authorized digital files or masters of the DePaul University coat of arms or seal, contact the office of the Secretary of the University. To obtain authorized digital files or masters of the athletic logos, contact the Director of Athletic Marketing and Licensing.

Please review DePaul's Endorsement Policy before proceeding with partner promotions or in other initiatives involving other organizations.

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## **Divisional Collaborations**

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Office of the Secretary - management of University Seal and Coat of Arms.

University Marketing Communications - approval of materials other than merchandise.

University Licensing Committee and Trademark and Licensing Coordinator - approval of merchandise.

Office of the General Counsel

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## **Contact Information**

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### **Associate Vice President, University Marketing Communications**

Sarah Partin

312-362-5503

### **Director of Creative Services, Logo and Graphic Standards**

Beth Roman

312-362-7172

### **Office of the Secretary**

312-362-7575

### **Director of Marketing and Licensing, Athletic Department**

Karen Loiacono

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### **Office of the General Counsel**

312-362-8865

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## **Appendices**

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None

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## **History/Revisions**

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Origination Date: 08/01/2004

Last Amended Date: 06/15/2018

Next Review Date: N/A