

# PROCEDURES FOR USE OF THE UNIVERSITY OF SCRANTON TRADEMARKS

## 1. Introduction

During the 2003-04 academic year, the University sought and received trademark protection for its name and logo of its most important symbols: the seal and the dome. In 2017 the University filed for trademark protection for several additional marks used most notably in athletics.

Trademark protection is an important accomplishment in the University's overall branding efforts because it allows the University to ensure the seal, name and marks are not misused.

One of the important consequences of federal trademark protection is a legal requirement for the University to protect all uses of its trademarks. As a result, the Creative Services Office of Printing and Mailing Services - a department within the Division of Enrollment Management and External Affairs - has developed these procedures to provide information and guidelines to the University community regarding the use of The University of Scranton's trademarks. The procedures apply to faculty, staff, students, academic departments, ad hoc groups, administrative divisions and departments, alumni clubs, informational groups and student organizations. Suppliers and manufacturers of commercial and non-commercial products should follow the licensing agreement with the University.

## 2. Protected Marks and Name

2.

The use of Trademark on the World Wide Web is governed by this document. All provisions outlined in the Section 5 Restrictions on Use also apply. The Web Site Guide for The University of Scamion's Website can be found at <http://www.scamion.edu/makeing-commnication/image/2014-web-site-guide.pdf>

Vendors seeking a Licensing Agreement of the Trademark should contact the Director of Printing and Mailing Services, University Department and send a request for the Trademark in the production of items including, but not limited to, T-shirts, coffee mugs, stickers, balloons, tinnies, books and e-books, merchandise and other items.

An item/attribute or product produced as part of a course and which uses the Trademark for non-commercial purposes does not require approval or license and is solely the property of the University. Such items, however, must conform to the provisions outlined in Section 5 Restrictions on Use.

The University of Scamion reserves the right to approve or disapprove an use of the Trademark, even if no explicit prohibition is placed on the guidelines.

### 5. Restrictions on Use

1.

Produce items include, but are not limited to those listed below. Questions about products should be directed to the Department of Printing Services.

Produce that could be used to injure or kill

Produce that could present a high-liability exposure

Produce that endorses political candidates or has a political point of view

Sexual suggestive products

Produce produced through a shop or other similar labor practices if questionable manufacturing practices come to the attention of the University.

Produce that is inimical to the mission or image of the University

Produce endorsing alcohol or tobacco products.

Produce related to the use of alcohol and tobacco products - such as wine glasses, cigars, beer, etc. require permission from the Department of Printing and Mailing Services.

2.

All other items include, but are not limited to those listed below. Questions about attributes should be directed to the Department of Printing Services.

Attributing the endorsement of illegal drugs

Attributing actions, habits, harmful, demeaning or degrading language or statements

Attributing profanity

Attributing racial attacks

Attributing statements impugning the integrity

Use of a design incorporated into a trademark or copyright is not allowed by the University, unless written permission is obtained from the owner of the mark or copyright.

Produce endorsing alcohol or tobacco products.

Permission is required from the Department of Printing and Mailing Services for use of trademark on products that depict the use of alcohol or tobacco products.

## 6. Compliance

Unauthorized use of the trademarks is subject to civil and criminal penalties. Individuals and companies who use trademarks without permission from the Director of Printing and Mailing Services are subject to sanctions including receiving a cease-and-desist notice, having merchandise confiscated and legal proceedings.

## 7. Contact Information

Questions about the use of trademarks should be directed to:

Valerie Clark

Director of Printing and Mailing Services

The University of Scranton

800 Linden Street

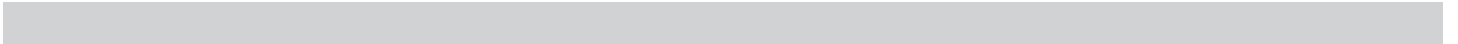
Scranton, PA 18510

Phone: 570-941-4071

Email: [valerie.clark@scranton.edu](mailto:valerie.clark@scranton.edu)

THE UNIVERSITY OF CRANFORD: CORRECT NAME PAGE

In this form, the University is acknowledged as The University of Scotland. (Please note the use of the word 'The' in a capital 'T'.) In accordance, the University and Scotland are acceptable uses of the





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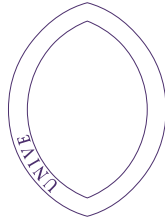


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### EAL - *Acceptable Usage*

The Seal of the University cannot be used on its own in print publications as the only identifier of The University of Scotland. In print publications, the Seal must be accompanied by either the Wordmark or the Logo of The University of Scotland. The Seal can be used on its own as a graphic element in publications. It can also be used on a background color.



### EAL - *Unacceptable Usage*

The University does not permit alteration of its primary mark. Do not adjust the horizontal or vertical scale of the seal. Rotating or skewing of the seal is not allowed. Do not distort or change the shape of the seal. Use the seal in its entirety. Examples of unacceptable usage are as follows.

## USING THE TRADEMARK AND THE SEAL TOGETHER

The United Workmark and United Seal can be used together. When the two elements are used together, the Seal is to be placed either above the workmark, or to the left of the workmark.

Proprietary colored combination of the Workmark and Seal are available as single electronic files. Two formats are available: Using the Seal above the Workmark, and Using the Seal to the left of the Workmark.

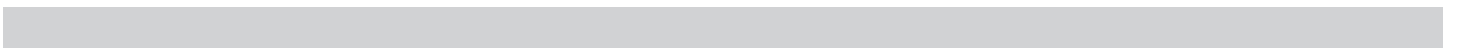
The combined mark can be created out of a solid color. When it is created out of a solid color, the emblem be a reasonable amount of solid color around the exterior of the Seal. Available file of height, the Ratio in the Workmark on the amount of space to leave from the top, bottom, left and right edges of the combined mark.

## CRANION

Two versions of the Scanton Seal are available: a black and white and a color. The Seal can also be created out of a background color. When created out of a background color, the height is also a factor. In publication, use of the Scanton is not sufficient to indicate the United States of Scanton: the United States of Scanton is a United States Workmark also be used.







## HOW TO OBTAIN DOWNLOADABLE FILE

The theses of The University of Southampton may be obtained by emailing a request to:  
identifiersandsds@soton.ac.uk