

## CHAPTER ONE

### UNIVERSITY ORGANIZATION AND CAMPUSWIDE POLICY

#### 145 POLICY ON USE OF UNIVERSITY NAMES AND MARKS

##### 145.1 Policy Objective

The name California Polytechnic State University (Cal Poly) and the generally recognized abbreviations or short forms of the University names, symbols, logos and other identifying marks (Marks) are a significant asset of the institution. If properly managed, these Marks provide a unified look and visual presence that is associated with the University and its quality programs. The University has the responsibility to protect the Marks against misuse and infringement. This policy seeks to communicate the appropriate use of the University Marks.

##### 145.2 Legal Protections

The University name refers to California Polytechnic State University, San Luis Obispo as well as any generally recognized abbreviation or short form of the University name or symbol. The University name is protected by state law, violation of which is criminally punishable as a misdemeanor. The University name and Marks are further protected by state and federal trademark law, and University policy.

##### 145.3 Use of University Name or Marks

Use of the University's name is a privilege reserved by law to the CSU and organizations officially related to and authorized by the University and may not be used to imply, either directly or indirectly, the University's endorsement, support, favor, association with, or opposition to an organization, product or service without the permission of the University.

This includes but is not limited to use of the University name or Marks in printed, electronic, or other such media. Unauthorized uses may constitute a violation of state law, trademark and/or copyright infringement.

##### 145.4 Official Use

The Marketing and Communications office is responsible for overseeing the consistent use of the Cal Poly name and Marks. The official University logo should be used by all internal departments of the University with the exception of

Athletics which is authorized to use the approved Athletic Marks. The University name or Marks may not be used for personal purposes.

#### 145.4.1 University Print or Electronic Publications

All proposed non-scholarly publications intended for distribution outside Cal Poly, whether print or electronic, are official communications and must conform to University standards and be approved by the Communications staff prior to dissemination.

#### 145.4.2 Authorized Use of Letterhead and Business Cards

The official letterhead stationery of the University is authorized for state business only. Business cards may be used only by current, emeriti, or volunteer employees of the University and are not authorized to be used by others affiliated with the campus. The University Style Guide & Identification Standards Manual identifies approved layout, colors, etc., for official use.

#### 145.5 Advertising

Approval shall not be given to advertising which lists the University as a user of any product or service on which a commercial program or publication is based, except that approval may be granted by the vice president for Administration and Finance for institutional or goodwill advertising clearly regarded as being in the best interests of the University.

#### 145.6 Trademark Licensing Program

The Cal Poly Corporation is responsible for the management of the University's Trademark Licensing program. The Trademark Licensing program ensures through the licensing process that all authorized uses of the University Marks are professional and of a quality that reflects positively on the institution. The Cal Poly Corporation is authorized by the President to protect the use of the University's Marks.

All products (e.g., clothing, mugs, scarves, pennants, etc.) for manufacture and distribution bearing the name, trademarks, or other identifier of the University shall be permitted only under a license granted by the Cal Poly Corporation. Commercial retailers and distributors must receive their merchandise from a licensed manufacturer. The campus licensing requirement applies to all products using the University names and Marks whether the products produced are for resale, promotional, give-away, or for internal consumption. Products imprinted

with the University's name or Marks are subject to royalty fees with few exceptions. Royalty rates and exemptions are approved by the vice president for Administration and Finance. The licensing program ensures product quality associated with the Marks and appropriateness of products, promotions, and advertising upon which the Marks are used. Sale of commercial merchandise on campus is the exclusive right of the University Store.

**References for CAP 145:**

1. Date approved by the President: May 22, 2014
2. Effective Date: May 22, 2014
3. Responsible Department/Office: Marketing and Communications and the Cal Poly Corporation
4. Revision History: Not applicable.
5. Related University Policies, Procedures, Manuals and/or Documents:
  - a. [Trademark Licensing Program](#)
  - b. [University Style Guide & Identification Standards Manual](#)
  - c. [Cal Poly Athletics Brand and Graphics Guidelines](#)
  - d. [Cal Poly Web Authoring Resource Center](#)
6. Laws, Regulations and/or Codes of practice referred to herein or related to this policy:
  - a. California Education Code, Section 89005.5