Policy

Title:	Use of University Trademarks/Logos
Effective Date:	Reviewed December 1, 2019
Approved By:	President's Council
Responsible Party:	Director of Communications
History:	1/22/15

I. PURPOSE

The Office of Communications at Salus University regulates, promotes and protects the use of the University's name and identifying marks, both on and off campus. This includes providing approval for use of any of the registered service marks and trademarks of the University. The term "trademark," as used in this policy, includes any trademark, service mark, logo, brand mark, word mark, insignia, seal, crest, design, symbol or any combination of these.

The purpose of this policy is to provide information, regulations and guidelines to the University community regarding the use of Salus trademarks, with the overall purpose being to promote the University and to protect its trademarks. The policy also exists to ensure that the University receives appropriate commercial value for the use of its trademarks, as well as to prevent any unauthorized or inappropriate use of them.

II. DEFINITIONS

The University's trademarks include, but are not limited to: the words "Salus", "Salus University"; the official seal of Salus University; the Salus and individual college or clinic logos; and all current and future trademarks, brand marks, service marks, word marks, designs or logos used or adopted by the University or its clinical facilities.

III. POLICY

The University's trademarks are intended to present a positive image of Salus, and may not be altered in any way. Nor can the University's trademarks be used without written permission in the name of a business, to sell any goods or promote any services, or on a product in a way that could state or imply an endorsement by the University.

The University's trademarks are not to be used in any way that discriminates or implies or suggests discrimination against any persons or groups based on age, ancestry, belief, color, creed, disability, national origin, race, religion, sex, sexual orientation, sexual preference or

veteran's status, or in any other way that would be a violation of the University's anti-discrimination policies.

Salus University requires that all individuals, organizations, departments and companies, both internal and external, who seek to obtain merchandise that will bear a University trademark obtain such merchandise from a vendor or manufacturer who is under contract with the University.

IV. POLICY PROCEDURE

This policy applies to the Board of Trustees, alumni advisory groups, faculty, staff, students, academic departments, ad hoc groups, administrative divisions/departments, alumni organizations, informal groups and student organizations of Salus University and its clinical operations.

Student Use Guidelines

Personal Use: Students are not permitted to use the University's logo or marks for personal use. Exceptions to this policy are granted in special circumstances with prior written permission from the Office of Communications. For example, the University logo may be used for class projects and conference presentations or on business cards that reflect participation in an enterprise or other student organization. To request an exception, please contact the University Office of Communications.

University trademarks should not be displayed on personal web pages. Nor should personal pages use the name of the University in such a way that the reader would perceive the page to be an official Salus University web page or website.

Personal use of University trademarks on merchandise is prohibited without the written approval of the University's Office of Communications.

Student Organization Logo Use: Student organizations officially recognized by the University's Office of Student Affairs may use the University's logo and other trademarks with advance written permission, but may not hold themselves out as agents of the University. All use of University logos and other trademarks must be in accordance with this policy. Contact the Office of Communications to request permission.