



## University Logo Use and Branding Policy

### I. Policy Statement

California Northstate University (“CNU”) requires approval for products featuring our name, logos, and other marks as a way to preserve our reputation as a center of academic excellence.

### II. Purpose

To ensure proper use of the CNU brand.

### III. Scope/Coverage

This policy covers all staff, faculty, students, and entities who are given the privilege to use the logo.

### IV. Procedure

#### A. Use of Logo

- a. Every use of the CNU marks and logos must be approved by Student Affairs and Apparel Department.
- b. Products licensed to use CNU’s identifying marks must be of high quality and good taste.
- c. CNU does not authorize the use of marks or logos under any circumstances on the following:
  - i. Alcoholic beverages
  - ii. Inherently dangerous products
  - iii. Obscene or disparaging products
  - iv. Sexually suggestive products
- d. For any questions regarding whether it falls under any of these please see the Office of the General Counsel.

#### B. University Entities

- a. CNU colleges, departments, centers, institutes, and organizations are exempt if the merchandise is for internal use and not for resale.
- b. CNU entities may use the logo to promote their activities on posters advertising events, programs, brochures, etc. but must adhere to the CNU brand and identity standards.
- c. Logos are available for staff and faculty to download from the P Drive.
- d. Posters for presentations and scientific use are permitted.

#### C. Student Organizations

- a. Registered student organizations are considered CNU entities, and are allowed to use the CNU logo for products that are not for resale.
- b. Any use of CNU’s logo and brand must be approved by the Apparel Department.

#### D. Guidelines for Logo Use on Apparel



- a. Do not stretch the logo. Proportions of the CNU logo must remain the same whether reduced or enlarged.
  - b. When applied to a T-shirt, sweatshirt, jacket, hat or other apparel, the CNU logo should be placed so it is easily visible, with ample clear zone around it.
  - c. Always use an approved CNU logo instead of creating your own, and do not use a scanned, recreated, re-proportioned or otherwise modified version of the logo.
  - d. Do not alter the colors of the logo. Use the approved version of the logo that is most suitable to the background material on which it is placed.
  - e. The CNU seal is to be used on official University documents and should not be used on apparel.
- E. Official Colors
- a. College of Pharmacy PMS 683
  - b. College of Medicine PMS293
  - c. College of Health Sciences PMS 356
- F. Application/Request to Use Logo
- a. Please fill out the form located in the U Drive designated at 1712a
- G. Misuse of Logo/Report of Misuse
- a. Report all misuse of Logo to the Office of the General Counsel.
  - b. A legal issue may be taken if use is unauthorized.

*Associated forms:*

Application/Request to Use Logo

*Approval record:*

APPROVED: PEC: 2/12/18

REVIEW: every three years (or more often if required)