

# Licensed Trademark Standards

## Overview

The University of San Diego oversees and monitors the internal and external uses of its trademarks. The university's trademark standards ensure that the uses of the university's trademarks are compliant with the university's policies. The standards also are intended to assure protection for the university's trademarks under federal trademark law.

The term "trademark," as used in this manual, refers to any trademark, service mark, logo, insignia, seal, design, symbol, word, mark or combination of these elements which the University of San Diego uses to distinguish itself from other companies, organizations or institutions of higher education.

# Licensed Trademark Standards

## **University of San Diego Trademarks**

The University of San Diego trademarks include, but are not limited to: the words “University of San Diego,” “USD,” “Toreros” and other university word marks; any graphic representation of the names University of San Diego, USD or the Toreros; the USD monogram; the Torero spirit marks; the university’s logos; the university’s identities and sub-brands; the university’s seal; the university’s medallion; and all current and future trademarks, service marks, word marks, designs, or logos used by the university. Trademarks are updated continually. For the latest information regarding the university’s trademark standards, contact the Department of Marketing and Strategic Partnerships at (619) 260-4690.

The university asserts ownership over its name and any trademark that has come to be associated with the university. The university has registered or filed to register certain of its trademarks with the U.S. Patent and Trademark Office.

## **Who Should Use the Trademark Standards**

The trademark standards apply to faculty, staff, students, academic units, administrative divisions, departments and offices, alumni associations, student organizations and other informal groups. Vendors who are producing either commercial or non-commercial materials must comply with these standards. Any other third party that has received permission from the university’s Department of Marketing and Strategic Partnerships to use a university trademark also must comply with these standards.

## **Standards for Using USD’s Trademarks**

The university’s trademarks are intended to present a positive image of the University of San Diego. Trademarks are strictly governed by the Department of Marketing and Strategic Partnerships and the Office of the General Counsel. They must be used exactly as described in the Official Graphic Identity and Communications Style Manual. Trademarks must be used only in the specific manner approved by the Department of Marketing and Strategic Partnerships. Trademarks may not be used in the name of a business, on a third party’s logo, in promoting a third party’s services, or on a third party’s product in a way that could state or imply an endorsement by the University of San Diego.

## **Designated Vendors**

Only vendors officially designated or licensed by the university may produce merchandise or other items bearing the University of San Diego trademarks. The university normally will not approve purchasing contracts with students, faculty, staff or members of their families. No employees shall participate in the selection, award or administration of a contract if they are in any way affiliated with an individual, company or organization being considered for a contract. For a list of officially designated or licensed vendors, go to [www.sandiego.edu/marketing/services.php](http://www.sandiego.edu/marketing/services.php).

## **Acceptable Uses**

The University of San Diego will approve the use of its trademarks only in connection with those products, services or other uses that reflect positively on the university, are appropriate, are in keeping with the university’s mission, and promote the university’s reputation as an institution of excellence.

# Licensed Trademark Standards

## Unacceptable Uses

The University of San Diego trademarks cannot be used on or for the promotion of:

- Weapons or other inherently dangerous products or services
- Alcoholic beverages
- Tobacco products
- Drugs or drug-related paraphernalia
- Illegal products or services
- Obscene or disparaging products or services
- Products or services that undermine the academic integrity of the university
- Products or services that present an unacceptable risk of liability
- Sexually suggestive products or services
- Foods, meats and natural agricultural products
- Business or other third party names and/or logos, if the use of the university trademark suggests an endorsement of the business or other third party
- Products or services, if the use of the university trademark suggests an endorsement of the products or services
- Products, services or other uses that conflict with the mission of the university or undermine the university's image

## Obtaining Approval

For purposes of consistency, all academic units, stand-alone centers, institutes and programs, athletic entities, clubs and organizations, commercial vendors, and other individuals or third parties must seek and obtain approval from the Department of Marketing and Strategic Partnerships before using the university trademarks in internal or external materials or for other purposes. Academic course syllabi or other similar materials that will not circulate outside the classroom do not need prior

approval. In addition, advance approval is not required in connection with business uses that are approved in the Business System chapter of this manual.

The artwork and product samples for all internal and external uses of the University of San Diego trademarks must receive approval in advance of production, sale or distribution. All uses of university trademarks must be approved for each project regardless of past approvals. The Department of Marketing and Strategic Partnerships reserves the right to refuse approval if a resale item or service competes directly with USD Bookstore business.

## Infringements on the University of San Diego Trademarks

The university is committed to enforcing the viability of its trademarks. Unauthorized use of the university's trademarks or other violations of these standards may result in civil and criminal penalties, seizure and destruction of the items, and, in the case of university employees or students, appropriate disciplinary action up to and including separation from the university.

## Where to Go for Additional Information

The standards set forth in this manual may be altered at any time without prior notice. For the latest information regarding the university's trademark standards, contact the Department of Marketing and Strategic Partnerships at (619) 260-4690.