



**San Diego State
University**

Subject: Use of the University Name, All Symbols and Marks and Other University Memorabilia

Supersedes: All previous policies and procedure

Department Name: All

Policy Owner: Division of Business & Financial Affairs

Campus Applicability: All SDSU locations

Effective Date: March 14, 2022

Approved by: Agnes Wong Nickerson, Vice President for Business and Financial Affairs and Chief Financial Officer

A blue ink signature of Agnes Wong Nickerson, consisting of a stylized 'A' followed by a horizontal line.

**POLICY ON THE USE OF THE UNIVERSITY NAME, ALL SYMBOLS AND MARKS AND OTHER
UNIVERSITY MEMORABILIA**

The San Diego State University (University) wordmarks and primary logos are core elements of the University's visual identity system. The official logo of the University, the presidential logos, monograms and all other logos housed in the sub-brand system are the most strongly associated with SDSU and its brand. To be effective in our marketing, communications strategies and visual identity approach, all elements within the visual identity system must be a true and accurate representation, appropriately used and also consistent.

It is the policy of the University to invest in a single visual identity, rather than maintain multiple logos (outside of the approved University Logo, Campus Icon, and/or Athletic Icon) which may interfere with SDSU's cohesive identity and message.

The management of both the logo and overall visual identity system, then, must be coordinated through Strategic Communications and Public Affairs (StratComm), in partnership with Business and Financial Affairs and Aztec Shops, and the coordination must involve other units that maintain brand identity systems, including SDSU Athletics. The management of the University's trademark resides with Aztec Shops.

It shall be the policy of this University that all names, symbols or marks such as, but not limited to, Aztecs, Aztec, San Diego State University, San Diego State, SDSU, trademarks, and all other symbols pertaining to this University shall be the property of SDSU and the California State University (CSU) system.

- 1) Any authorized departments/organizations associated with the University may use these trademarks for noncommercial purposes, such as letterheads, print and digital signage, banners, flyers, and other collateral. The University shall determine authorized

associated departments/organizations and shall develop procedures for the proper use of the symbols. (See Attachment A with Exhibits)

- 2) The responsibility for the handling of all commercial activities related to the use of the above in accordance with the policy on the Scope of Authority of Auxiliary Organizations shall be the responsibility of Aztec Shops. Aztec Shops may approve or disapprove the use for sale by University associated departments/organizations. Aztec Shops shall not charge University associated organizations a rights fee.
- 3) Aztec Shops, in return for commercial rights, shall have the responsibility for taking appropriate enforcement measures to protect the names, symbols, and marks and to obtain necessary trademarks, or other legal protection, in the name of the University.
- 4) Aztec Shops may license the use of the trademarked items to non-university organizations, in which case all net proceeds derived by Aztec Shops after payment of costs or handling the licenses shall be assigned to SDSU and allocated at the discretion of the University President or Chief Financial Officer (CFO).
- 5) For business purposes, Aztec Shops shall register new trademarks, logos, symbols and other University memorabilia in its name with the Federal or State of California governments and, if appropriate, international governments, through its trademark attorney on behalf of San Diego State University. All revenue derived from the use of such trademarks, logos, symbols or marks shall be assigned to San Diego State University and allocated at the discretion of the President or CFO.
- 6) The primary University brand and identity system shall be managed by SDSU Strategic Communications and Public Affairs for non-commercial and marketing applications, as published in the University's Brand Portal at <http://brand.sdsu.edu/>. Athletics-specific guidelines are downloadable by clicking on: [https://goaztecs.com/documents/2021/10/19/Athletic SDSU Styleguide 2021 10 18 21 v4 1 .pdf](https://goaztecs.com/documents/2021/10/19/Athletic%20SDSU%20Styleguide%202021%2010%2018%20v4%201.pdf).

Use of the university's name, symbols, and marks and logos is only allowed when SDSU's graphic identity guidelines are followed.

DEFINITIONS

- **Name:** The university's official name is represented as: SDSU, San Diego State, San Diego State University, and requires approval for use in promotional and marketing purposes.
- **Symbols:** Symbols are graphic representations of the university without the use of text.
Logo: The logo is the strongest and most visible representation of the university and is also the core identifier of the university and its locations.
- **Wordmark:** The wordmark is a distinct graphic created from letters; a typographic treatment of the university's name.
- **Monogram:** Known also as lettermarks, monograms are logos that consist entirely of letters using the initials of the university's name.
- **Icon:** Icons are small graphic elements that communicate the organization's visual identity.

- **Visual identity system:** The system is composed of all representations of the university, to include the name, logo, symbol, colors, patterns and/or other elements used in marketing and promotional purposes to reflect the organization.
- **Brand:** The brand represents the university's well-established and recognizable identity, and includes the university's name, elements in the visual identity system and the ways in which the university describes its community, values and impact.
- **Trademark:** A symbol, design, word, words, or expression legally registered or established by use as representing a company or entity and/or its products or services.
- **Memorabilia:** Objects kept or collected because of their historical interest and association with a particular field or interest.

Attachment A

PROCEDURES RELATING TO SDSU TRADEMARK POLICY

RESPONSIBILITY

The San Diego State University Policy "Use Of The University Name, All Symbols and Marks and Other University Memorabilia", assigns Aztec Shops Ltd. the responsibility for the handling of all commercial activities related to the above; for taking appropriate enforcement measures to protect the names, symbols, and marks; and for obtaining necessary trademarks or other legal protection in the name of the University.

In addition, for business purposes Aztec Shops shall register new trademarks, logos, symbols and all other University memorabilia in its name with the Federal or State of California governments and, if appropriate, international governments, through its trademark lawyer on behalf of San Diego State University. All revenues derived from the use of such trademarks, logos, or symbols shall be assigned to San Diego State University.

The primary University brand and identity system shall be managed by SDSU Strategic Communications and Public Affairs for non-commercial and marketing applications, as published in The Style Guides for University Marks located at <http://brand.sdsu.edu/>.

Aztec Shops is responsible for:

- Arranging for the National, State, and/or International registration and updating of all Trademarks and retaining all documentation from the registering governmental agency.
- Maintaining a pictorial listing of all Trademarks indicating their date of registration, expiration date and categories of articles upon which the Trademark is primarily protected.

Aztec Shops Campus Stores Director is responsible for:

- Approving in writing and coordinating the use and imprinting of all SDSU Trademarks on any clothing, wearing apparel, books, jewelry, signs, banners, or any other item for commercial sale.
- Approving in writing and coordinating the use and signs, banners, or any other item for non-commercial use, to include giveaways.
- Contracting with a licensing services company for protecting the use of all SDSU Trademarks.

Athletics is responsible for:

- Approving in writing and coordinating the use and imprinting of SDSU Athletic trademarks or visual identifiers for SDSU Athletic non-commercial use, to include giveaways and other promotional uses, for sponsors and other Athletics or campus related uses.

Strategic Communications and Public Affairs is responsible for:

- Enforcing SDSU's brand guidelines and logo policy.
- Providing the initial review on all requests for new and revised logos on behalf of any university unit.
- Reviewing vendor qualifications for those providing graphic design services.
- Coordinating with the SDSU Logo Committee on review and approval processes.

PROCEDURES AND EXPENSES

A. Official SDSU Wordmark and Logo

An official SDSU wordmark must be used as the primary identifier for University locations, divisions, departments, academic colleges and other units and may not be altered. Established wordmarks or logos have been created for each University location, division and academic unit.

Those SDSU units without an established wordmark or logo must consult with Strategic Communications and Public Affairs and Aztec Shops prior to the development of any wordmark, logo or independent visual identity system.

New logos must be reviewed and approved by the SDSU Logo Committee.

Each University location, division and academic college should also use the official SDSU word mark and logo for their secondary mark or logo.

A secondary logo is a graphic, image, mark, or other symbol other than the official university logo that is used to represent an entity associated with SDSU. Academic colleges, departments, and programs are not eligible for secondary logos. The University's brand guide provides guidance on typesetting, and can be found at <http://brand.sdsu.edu/>.

There may be unique, limited cases in which a secondary logo is approved. As a result, any secondary logo must go through an approval process prior to use (Exhibit A). When approved, secondary logos are used to identify, represent, advertise or promote a unit, office, center, or other university entity.

B. Modifying Existing SDSU Logos

An SDSU location, division, department, auxiliary, or individual may use the official SDSU wordmark and logo and only include the addition of a department name, event or activity per the university's brand guidelines.

Any modification must comply with the Brand Guidelines and be a positive reflection of the University. The modification must be:

1. Reviewed and acknowledged by the department of the person who designed the modification;
2. Forwarded to both SDSU Strategic Communications and Public Affairs and Aztec Shops for approval and further direction if for academic, academic department, or academic related use (non-commercial; generally University marks)
3. Sent to Aztec Shops for final approval and further direction for commercial uses and for student life use (student organizations, housing, etc; generally Athletics marks); and
4. Produced by a "licensed" manufacturer for commercial or promotional uses.

The modification of existing marks does not have to be registered with a Trademark attorney, as variations of existing marks are protected.

C. Secondary Marks and Logos/New Designs

1. Secondary marks and logos are separate from the official SDSU logo.
2. If an SDSU department, recognized group, or individual develops a new mark or design, with an anticipated ongoing use, a sketch, in color, of the new mark must be presented by the originating individual or department or group to the SDSU Logo Committee for review and approval. Initial contact to the SDSU Logo Committee should be with the SDSU Associate Vice President of Strategic Communications and Public Affairs.
3. However, new and unique marks are generally not approved for the university and its locations, divisions and also its academic colleges, departments and programs. It is essential that the University maintain a unified identity and the use of additional marks clouds that identity.

D. Presidential Seal

To maintain its integrity and effectiveness, the Presidential Seal is reserved for formal uses for the highest official communications of the University and the President. The Presidential Seal signifies formal authority only and is to be only used on behalf of the Office of the President.

The Presidential Seal is reserved for use on diplomas and transcripts; commencement materials, convocation materials and other ceremonial documents; other presidential events and activities; certain permanent signage; and also for other official institutional materials.

The Presidential Seal should never be used by university locations, divisions, departments or academic colleges and other units for general communications and marketing needs, unless those communications are specifically on behalf of the Office of the President.

The SDSU wordmark and logo should not be combined with the The Presidential Seal. The Presidential Seal cannot be used without the expressed permission of the Chief of Staff or Associate Vice President for StratComm. Permission requests must be sent to president@sdsu.edu.

E. Athletics Logos

The Athletics logos, logotypes, wordmark, and visual identity system are to be used solely by Athletics and all intercollegiate teams to represent San Diego State University Athletics. Athletics logos and wordmarks may not be used by other entities without written permission from the Athletics department's designee. The Athletics Style Guide and contact information for request of use of logo/logotype can be found at [https://goaztecs.com/documents/2021/10/19/Athletic SDSU Styleguide 2021 10 18 21 v4 1 .pdf](https://goaztecs.com/documents/2021/10/19/Athletic_SDSU_Styleguide_2021_10_18_21_v4_1.pdf).

F. Unnecessary Use of a Wordmark or Logo

Separate or unique logos for centers and programs within the department are often unnecessary. The identity should be instead developed with brand-aligned and consistent use of a typeface, colors and imagery.

G. Trademarks

Aztec Shops works to ensure the appropriate and legal use of SDSU trademarks on any product sold or given away to the university community and to the general public. SDSU trademarks include the university's official wordmarks and logos, Presidential Seal, and Athletics wordmarks and logos.

A trademark (or mark) is any logo, symbol, nickname, letter(s), word, slogan, or derivative that can be associated with an organization, company, manufacturer, or institution and can be distinguished from those of other entities or competitors. Abbreviated campus names (SDSU); mascot names; and internet domain names (shopaztecs.com), are common examples of trademarks.

Any product bearing SDSU trademarks or specific departmental logo must be purchased from licensed manufacturers. Using an officially licensed company to manufacture a product ensures that the company has provided the correct liability insurance and signed the University's labor code of conduct agreement through our licensing agent (currently Collegiate Licensing Company as of issue date of this policy).

Contracts for manufacturing specific merchandise may only be produced by authorized, licensed manufacturers to ensure that proper revenue is received by San Diego State University.

Aztec Shops provides approval for all trademark usage and may be contacted by emailing sdsutrademarks@aztecmail.com.

H. Prohibited Use of SDSU Logo

Neither the name of the university nor any university logo may be used in a manner that could adversely affect the university's image or standing or for any other reason that would be illegal or inappropriate.

Use of the SDSU name and any logo are prohibited when connected with illegal or illicit drug use, tobacco products, sexually suggestive or sexually-oriented products or services, religious affiliations, political candidacies or campaigns, inherently dangerous products, any product or service which would violate any term or provision of any existing agreement and anything that provides hateful or biased comments based on a person's or group's race, color, sex (including sexual orientation, gender identity, and pregnancy), religion, national origin, age (40 or older), and disability.

I. Licensing Infringement

Aztec Shops and StratComm support the SDSU community by promoting the University brand and protecting university marks. Aztec Shops manages the licensing of SDSU-branded products.

Instances of SDSU licensing infringement, to include inappropriate use of SDSU's name, marks and logos as well as the presidential seal, counterfeit merchandise and also false advertisements, should be reported to the SDSU Licensing Director by emailing sdsutrademarks@aztecmail.com.

SUMMARY

<u>CATEGORY</u>	<u>REGISTRATION</u> State and/or Fed	<u>MANUFACTURER OF PRODUCT MUST BE LICENSED</u>	<u>SUBMIT TO LOGO COMMITTEE</u>
EXISTING MARK – Modified, one time or continual use	Not applicable	Yes	No (submission based on Exhibit A required)
NEW MARK	Yes	Yes	Yes

LOGO COMMITTEE

Any new Trademark design must be approved by the "SDSU Logo Committee" consisting of the following representatives:

- SDSU Business and Financial Affairs designee of the Vice President of Business and Financial Affairs
- SDSU Strategic Communications and Public Affairs Chief Communications Officer or designee
- Aztec Shops CEO or designee
- The SDSU Licensing Director (currently the Aztec Shops Campus Stores Director)
- SDSU Athletics Director or designee (currently the SDSU Athletics Senior Associate Athletics Director)

Committee members, at their discretion, may invite guests to committee meetings to provide consultation and information.

IMPLEMENTATION

This Document shall be effective immediately as of the effective date of the Policy on the Use of the University Name, All Symbols and Marks and Other University Memorabilia.

For ease of reference and compliance the following procedures are attached:

EXHIBITS

- A. PROCEDURES FOR OBTAINING A NEW TRADEMARK, LOGO, or MARK
- B. ORGANIZATIONAL FUNDRAISING
- C. PROMOTIONAL, SPONSORSHIP, and GIVE AWAY This exhibit defines and details:
 - a. Promotional activities
 - b. Sponsorship activities
 - c. Give away procedure
- D. PROCEDURES FOR ADVERTISERS USING SDSU ATHLETICS MARKS

In categories B and C above, authorization to engage in such activities on behalf of San Diego State University, must be received in writing (e-mail) from The SDSU Licensing Director (currently the Aztec Shops Campus Stores Director). See Exhibit B and Exhibit C for details.

Exhibit A

PROCEDURES FOR OBTAINING A NEW OR UPDATED TRADEMARK, LOGO, or MARK

STEPS TO BE TAKEN:

The SDSU individual or department or recognized group initiating a new or updated trademark, logo, or mark must:

1. Obtain the approval of their immediate Supervisor or Director in charge.
2. Initial contact with Strategic Communications and Public Affairs (StratComm) by emailing stratcomm@sdsu.edu with a conceptual proposal for the logo, describing the need for the new logo, and preliminary logo design sketches.
3. Formally submit a proposal and design sketches to the SDSU Logo Committee by emailing stratcomm@sdsu.edu, which initiates the review and approval process through coordination with StratComm. If a sketch is approved, the logo must be designed, at the user's expense, by an approved graphic designer.
 - All contracts for such work must be signed by the SDSU Vice President for Business and Financial Affairs or designee and registered in the SDSU office of Contract and Procurement Management.
 - The fully executed original contract shall be delivered to and retained in the files of the SDSU office of Contract and Procurement Management. A copy of the contract shall be retained by Aztec Shops Senior Director of Administrative Services.
 - Aztec Shops will arrange for registration with Federal, State, and/or international governments, if applicable.
 - Aztec Shops will, if necessary, arrange for the Licensing of the mark with a licensing services company.
3. Arrange for a meeting with the SDSU Licensing Director (currently the Aztec Shops Campus Stores Director). for discussion and approval of production (and sale and type of merchandise, if applicable) upon which the new mark will be displayed.

Exhibit B

USE OF UNIVERSITY MARKS FOR ORGANIZATIONAL FUND RAISING

Organizational fundraising includes any University Department, auxiliary or campus organization wishing to utilize any SDSU logos or marks to raise revenue for the University or one of its authorized Departments or organizations.

Authorization to engage in such activities utilizing SDSU trademarks / logos on behalf of San Diego State University must be received in writing (e-mail) by the SDSU Licensing Director (currently the Aztec Shops Campus Stores Director).

This following information must be submitted to and approved by The SDSU Licensing Director (currently the Aztec Shops Campus Stores Director) at least two weeks prior to the scheduled event.

Name of Organization: _____

Purpose of the Fund Raising Event: _____

Duration: _____ **From:** _____ **To:** _____

Logo or Mark to be used: _____
(Give description or include copy of artwork that will include the desired trademark or logo)

Name of Vendor Who Will Manufacture or Produce the Product:

Name of Requestor: _____

Phone Extension of Requestor: _____

Email of Requestor: _____
SDSU Licensing Director (currently the Aztec Shops Campus Stores Director).

Signature: _____

Approved: _____ **Disapproved:** _____ **Date:** _____

Exhibit C

USE OF UNIVERSITY MARKS FOR PROMOTIONAL, SPONSORSHIP, and GIVE AWAY PROGRAMS

Authorization to engage in such activities utilizing SDSU trademarks / logos on behalf of San Diego State University must be received in writing (e-mail) by the SDSU Licensing Director (currently the Aztec Shops Campus Stores Director).

The following information must be submitted to and be approved by the SDSU Licensing Director (currently the Aztec Shops Campus Stores Director) at least two weeks prior to the scheduled event. All revenues received shall be assigned to San Diego State University.

Name of Organization: _____

Type and Purpose of the Specific Event: _____

Duration: _____ **From:** _____ **To:** _____

Logo or Mark to be Used: _____

(Provide description or include copy of artwork that will include the desired trademark or logo)

Name of Vendor Who Will Manufacture or Produce the Product: _____

Name of Requestor: _____

Phone Extension of Requestor: _____

Email of Requestor: _____

Signature: _____

SDSU Licensing Director (currently the Aztec Shops Campus Stores Director)

Approved: _____ **Disapproved:** _____ **Date:** _____

Exhibit D

PROCEDURES FOR ADVERTISERS USING SDSU ATHLETICS' MARKS

STEPS TO BE TAKEN:

1. Advertiser shall contract with SDSU Multi-Media Rights & Sponsorship Partner for right to use marks and/or SDSU, San Diego State University, or Aztecs;
2. If advertiser wants to use a mark or protected campus designation/moniker, advertiser is required to send final art for each and every use to SDSU Multi-Media Rights & Sponsorship Partner prior to being allowed to place or use any ad which includes marks or designations;
3. SDSU Multi-Media Rights & Sponsorship Partner is required to send advertiser art to the SDSU Athletics Director or designee (currently the SDSU Senior Associate Athletics Director) for approval of usage(s);
4. SDSU Athletics Director or designee (currently the SDSU Senior Associate Athletics Director) will send art approval or needed changes (sending advertiser back to Step Two) to SDSU Multi-Media Rights & Sponsorship Partner;
5. Approved art may be used by an advertiser.