

College Operating Procedures (COP)



Procedure Title: Use of College Logomark and Trademarks
Procedure Number: 02-0203
Originating Department: Studio FSW

Specific Authority:

Board Policy n/a
Florida Statute n/a
Florida Administrative Code n/a

Procedure Actions: Adopted: 1/20/10; 1/14/11; 3/3/11

Purpose Statement: This procedure outlines the use of all forms of the name "Florida SouthWestern State College," the logotype featuring the Buccaneer, subsidiary names (Florida SouthWestern Collegiate High School, FSW Online, ARTS@FSW, FSW Education System) and other existing names, new names, slogans and designs including website or a domain name usage. Complete list of approved logo and trademarks can be found in the Florida SouthWestern State College Graphics Standards Manual.

Guidelines:

The Director of Communications and Public Information Officer is charged with implementing, reviewing, and enforcing the College's Logo use and Trademark/Licensing Policy as well as developing and refining the College's Graphics Standards Manual. The Director of Communications and Public Information Officer will seek approval from the President regarding any alteration or change to the existing College Logomarks and Trademarks.

Procedures:

1. Guidelines for Use of Existing Florida SouthWestern State College Logo and Trademarks:

Except as noted below, any external individual or entity (vendor, partner, etc.) that seeks to employ a Florida SouthWestern State College Logomark or Trademark must complete a Trademark/Licensing Agreement. A virtual sample of the applicant's proposed use of the College Logomark or Trademark must be sent to the Director of Communications/Public Information Officer for review and approval.

The following uses of a College Logo or Trademark must be approved by the Director of Communications and Public Information Officer:

- **Any** use of a Florida SouthWestern State College name or Logomark or Trademark by an outside individual or entity (external User),
- **Any** use of the College name, Logomark or Trademark in conjunction with a name, slogan, logotype, etc. of any outside individual or entity,
- **Any** individual or entity, either internal or external to Florida SouthWestern State College, that seeks to employ the College name, Logomark or Trademark in the development of a **new** name, slogan, design, logotype, etc. (e.g., center, institute, or program name) must contact the Director of Communications and Public Information Officer. . Decisions regarding whether to register any particular trademark will be at the discretion of the Director of Communications and Public Information Officer, General Counsel, the Vice President, Institutional Advancement and the President of Florida SouthWestern State College,
- Use of the College name, Logomark by a faculty member, student, or committee (internal User) (e.g., newsletters, flyers, bulletins, videos and informational/promotional material),
- Use of a College name, Logomark or Trademark on official publications of the College (e.g., Course Catalogues, View Book, brochures, videos for informational or promotional materials to be used either internally or externally).

The following uses do not require the approval of the Director of Communications and Public Information Officer:

- Use of a College Logomark or Trademark on stationery, business cards, and other business documents by College (e.g., internal forms, paychecks, Requests to Purchase) as approved vendors have the approved layout for said documents;
- Use of a College Logomark or Trademark on course materials; or
- Use of the College's name, but not its logotype, by a faculty or staff member to identify him/herself (e.g., "John Doe, Professor of English, Florida SouthWestern State College).