

EDINBORO UNIVERSITY OF PENNSYLVANIA

LOGO STANDARDS-Policy No. C036

Supersedes Policy No. C036, Dated April 26, 1991 & October 4, 1994

Recommended for Approval By Emily F. Green, Executive Assistant to the President

Approved By Foster F. Diebold, President on February 9, 1996

Review Date: As Required

INTENT

It is the intent of this policy to standardize the use of the trademark Edinboro University logo/logotype and supporting graphic elements which serve as the readily distinguishable symbols of the University on internal and external publications and promotional material. This policy will prescribe limitations on the use of the logo/logotype on stationery, envelopes, business cards, other printed materials, and miscellaneous promotional items.

POLICY

The Edinboro University logo/logotype will be restricted to those recommended by the Executive Management Team and approved by the President in order to assure a unity of design and a consistent image for the University. Only logo/logotype symbols approved by the President will be used on official Edinboro University communications or other materials. In addition to symbols, use of the Royal Stewart tartan in a mode supportive of the trademark logo is also authorized. All other materials bearing the former University logo or unauthorized variations thereof will be altered to conform to this policy. The use of other designs or privately purchased stationery or business cards associating the user with Edinboro University of Pennsylvania is prohibited. All official letterhead stationery and other publications of the University will continue to display across the bottom the phrase, "A Member of the State System of Higher Education. The color used for the logo/logotype on all materials must reflect that designated by the University or substitutes authorized by the President or Associate Vice President for Institutional Advancement. Use of the logo/logotype, without appropriate approval, may result in injunctive action by the University.

PROCEDURES

The President has authorized the Associate Vice President for Institutional Advancement to establish the parameters and specifications which govern the approved use of the Edinboro University of Pennsylvania logo/logotype and any other related graphic elements.

The Associate Vice President for Institutional Advancement will recommend for the President's approval appropriate types of distinctive letterhead stationery and envelopes and will identify appropriate users for the types selected. Generally, an executive level design will be established for use by the President, vice presidents, and deans. A modified design will be made available for other University officers and faculty engaged in correspondence for official University business. Similarly, the Associate Vice President for Institutional Advancement will recommend business card designs for various University purposes.

With the approval of the President, the Associate Vice President for Institutional Advancement will also authorize use of the official Edinboro University logo/logotype on other documents, publications, brochures, note pads, items of clothing, gift items, and other printed materials such as advertisements or posters. Such use is restricted to that approved specifically by the President. The logo/logotype will be reproduced only from authorized, camera-ready art work supplied by the Office of Public Information. The logo/logotype may not be altered in any way for use on promotional materials or any other items except by express consent of the President.