



UCCS CAMPUS POLICY

Policy Title: UCCS Campus and Mountain Lion Logos

Policy Number: 100-002

Policy Functional Area: Administration/Organization

Effective: September 15, 2006

Approved by: Pam Shockley-Zalabak, Chancellor

Responsible Vice Chancellor: Vice Chancellor of University Advancement (VCUA)

Office of Primary Responsibility: VCUA

Policy Primary Contact: VCUA, 719-255-3176

Supersedes: January 18, 2005; September 22, 2003

Last Reviewed/Updated: September 1, 2006

Applies to: Students, Faculty, Staff, Administrators

Reason for Policy: In accordance with the Laws of the Regents, 1990, article 3 Section, the University of Colorado has trademarked a Mountain Lion logo and a Mountain Lion athletic logo. This policy sets out the appropriate use of these logos by campus departments and student organizations.

I. INTRODUCTION

The University of Colorado has trademarked a Mountain Lion logo and a Mountain Lion athletic logo. This policy sets out the appropriate use of these logos by campus departments and student organizations.

II. POLICY STATEMENT

A. The University of Colorado has trademarked a Mountain Lion logo and a Mountain Lion athletic logo (a copy of the logos is attached to this policy). This policy sets out the appropriate use of these logos by campus departments and student organizations. It also creates an administrative process for approval of use of the logo and an administrative control structure to ensure the proper use of the logo. A "Logo Task Group" with the following membership shall be responsible for appropriate use of the Mountain Lion logo:

Dean of Students

1 Student Co-Executive

1 member of Faculty Assembly

1 member from the Department of Intercollegiate Athletics

Creative Director of Marketing Communications
Director of University Relations

- B. The Student Success Division will provide staff support for the Logo Task Group.
- C. The member of the Faculty Assembly will be appointed by the Faculty Assembly President, and the member of the Athletics Department will be appointed by the appropriate Vice Chancellor.
- D. The director of marketing communications, in coordination with the director of university relations, will serve as campus representative to any CU System graphic standards committees or task force.
- E. Procedures

- 1. Student Use

- a. It is the policy of the University of Colorado at Colorado Springs (UCCS) to encourage the use of the Mountain Lion logo on campus by students. Student use of the logo is governed by the "University of Colorado at Colorado Springs Student Use of the Mountain Lion Logo" policy which has been adopted by the campus student government and approved by the campus Executive Team.
- b. Student use of the UCCS campus logo is restricted to official University business by recognized campus organizations as outlined in this policy.

- 2. Other-Than-Student-Use

It is the policy of the University of Colorado at Colorado Springs (UCCS) to encourage the use of the UCCS Campus logo and the Mountain Lion logo both on and off campus. These logos are trademarks of the University of Colorado. Usage of the UCCS Campus logo is governed by the UCCS Graphic Standards (attached). Any reproduction or use of the logo by non-students requires that a licensed University of Colorado vendor make the imprint. Any vendor wanting to use the logo must contact the UCCS Office of University Relations for licensing information.

- a. In order to provide for the orderly completion of campus business activities, all campus units have complete use of the logo for academic and official campus marketing and other business provided that the usage of the UCCS logo complies with the Graphic Standards guidelines of use (attached).
- b. The UCCS campus logo and Mountain Lion logo are not intended for official letterhead paper, and official mailing envelopes, except for the Department of Intercollegiate Athletics, which can use the Mountain Lion logo on team uniforms, and athletic department business forms, such as letterhead, mailing envelopes and other printed materials.
- c. The only standing exceptions to the standard use of the UCCS Campus and Mountain Lion logos will be the Campus Bookstore and Intercollegiate Athletics. The Campus Bookstore will be allowed to use both the UCCS Campus logo and Mountain Lion logo in creative ways that maintain the integrity of the original designs for use on wearing apparel,

glassware, souvenirs, etc. Intercollegiate Athletics will be allowed to use the Mountain Lion logo on wearing apparel, glassware, souvenirs, etc.

- d. If a campus department or other potential campus user wants to use the UCCS logo in a way not covered in the guidelines in the Graphic Standards, the requester may petition the Logo Task Group for permission. The process for petitioning such usage is:
 - i. Contact the Office of University Relations to obtain a "Request for Use of UCCS Campus Logo" (a copy of the form is attached).
 - ii. Complete the form and return it to the University Relations Office for submission to the Logo Task Group. The Task Group meets to consider usage requests on an ad hoc basis only. This means that requestors must provide adequate time for the Task Group to meet before using the logo.
 - iii. The Logo Task Group will meet to evaluate the request and will approve, modify, or deny the request for usage in writing and will transmit the decision to the requester within five working days of the meeting.
 - iv. If the usage of the logo is denied, the decision is final and cannot be appealed.

3. Inappropriate Use of Campus Logo

- a. Any individual, group or campus department which is found to be using the campus logo inappropriately (i.e. Not in compliance with the Graphic Standards), will be called upon to take corrective action including removing the logo from a website, or reprinting a publication. A unit found to be using the logo in an inappropriate manner will be responsible for the cost of the corrective action.
- b. Free campus consultation is available through the Office of Marketing Communications to aid in the proper usage of the logo.

III. KEY WORDS

IV. RELATED POLICIES, PROCEDURES, FORMS, GUIDELINES, AND OTHER RESOURCES

- A. Administrative Policy Statements (APS) and Other Policies
- B. Procedures
- C. Forms
 1. Request for Use of UCCS Campus Logo
- D. Guidelines
 1. Graphic Standards
- E. Other Resources (i.e. training, secondary contact information)

F. Frequently Asked Questions (FAQs)

V. HISTORY

Initial policy approved
Revised

January 18, 2005
September 22, 2003

University of Colorado at Colorado Springs

Logo Task Group
Request for Use of Logos

This form is to be used to request use of either the UCCS Mountain Lion logo or the UCCS logo in a way not covered in the campus policy on logo usage. Student use of the Mountain Lion logo is controlled by the UCCS Student Government Association (SGA). Requests for student use of that logo should be sent to the SGA.

Name of entity requesting use of a logo and address:

Name: _____

Address (include campus box if applicable): _____

Name and telephone number of contact person for this request:

Name: _____

Telephone Number: _____

Proposed use of the logo (please be specific and use additional sheet, if necessary):

Proposed Dates of logo usage:

Begin date (mm/dd/yyyy): _____ End date (mm/dd/yyyy): _____

Please attach a copy of the proposed layout of the logo usage. This includes any proposed printed usage (banner, flier, etc.) and a copy of any electronic usage of the logo (copy of website usage, for example).

For University Relations Office Use Only

Date request received (mm/dd/yyyy): _____

Scheduled date of Logo Task Group to review request (mm/dd/yyyy): _____

Actual date of review (mm/dd/yyyy): _____

Logo Task Group decision on logo usage request:

Approved: ____ Denied: ____ Approved with modifications: _____

Date notification sent to department or other user: _____

Logo's can also be found at www.uccs.edu/marcomm

Athletic logo in Black & White:



Athletic logo in color:



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AT COLORADO SPRINGS



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