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## **GUIDELINES FOR INTERNAL USE OF IOWA STATE UNIVERSITY'S TRADEMARKS**

### **1. INTRODUCTION**

These Guidelines for Internal Use (“Guidelines”) address the use of Iowa State University’s (“University”) identifying trademarks, including words, names, symbols, designs and any combination thereof (“Marks”) which creates an association with the University that needs to be protected. Iowa State University’s Trademark Licensing Office encourages University units to use of University Marks as permitted in these Guidelines to identify and promote their affiliation with the University through the unit’s routine University activities. The University’s [Trademark Management Policy](#) and its implementing guidelines address usage of University Marks. University units, including colleges, departments, programs, centers, institutes, and affiliated entities (“Units”) may only use these Marks internally at the University as granted by these Guidelines.

### **2. DEFINITION OF INTERNAL USE**

These Guidelines address the internal use and consumption of the University Marks, including the creation of products used as promotional items, gifts, and for fundraising. However, these Guidelines do not permit University colleges, departments, programs, centers, institutes, and affiliated entities to use University Marks on products for sale or resale to the public, including sales to the University Bookstore. For clarity, any sale of product containing the University Marks to the public requires a retail license and is subject to the [External Use for Retail Guidelines](#).

### **3. STANDARDS FOR USE OF MARKS**

In addition to the Design Standards set forth in Section 6 of the [Licensing Program Guidelines for the Use of Iowa State University’s Marks](#), the following are also applicable:

- (a) No generic campaniles, tornadoes, cyclones, or cardinal-type birds in their designs or any other graphic that may be confusingly similar to an existing Mark may be used except as otherwise permitted by these Guidelines.
- (b) No manipulation or alteration of the Marks as permitted in these Guidelines and no graphics may cover, clutter, or take away from the Marks’ integrity.
- (c) Use of Marks as permitted by these Guidelines must comply with University Marketing’s applicable [brand standards](#).
- (d) Use of Marks must not express or imply an endorsement by the University of a commercial product or service or imply an affiliation with the University for promotional or marketing purposes.
- (e) Use of any trademarks, images, designs, fonts, or other intellectual property of a third party or that may be confusingly similar to that of a third party cannot be used unless appropriate approvals are obtained from the intellectual property owner(s).
- (f) Selection of the Mark to be used should reflect the university activity; for example,

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using an Athletics Identity Mark may not be appropriate for use at an educational conference.

#### 4. MARKS DESIGNATED FOR INTERNAL USE

##### (a) UNIVERSITY IDENTITY PROGRAM

- i. [University Word Marks](#)
- ii. [University Seal](#)
- iii. Athletics Marks as approved in the [Promotional Toolkit](#) The above University Identity Marks may only be used as permitted by the University [brand standards](#).

##### (b) ATHLETICS IDENTITY PROGRAM

- i. The complete Athletics Identity may be used by the Athletics Department in accordance with Athletics branding guidelines as monitored and reviewed by Athletics Marketing.
- ii. Non-Athletics University Units are permitted to use Athletics Marks as approved in the [Promotional Toolkit](#).

##### (c) VINTAGE COLLECTION

- i. Use of a select number of marks from the University Vintage Collection is permitted by Athletics as determined by senior athletics staff and/or athletics marketing under specific athletics use guidelines in consultation with Trademark Licensing.
- ii. The University Vintage Collection is not available for internal use under the University's [brand standards](#) but may be allowed under a case-by-case basis as determined by University Marketing in consultation with Trademark Licensing.

##### (d) OTHER COLLECTIONS

- i. The Spirit Collection is under an exclusive license with an exclusive retailer. This set of marks is not available to the internal community but may be allowed under a case-by-case basis as determined by University Marketing in consultation with Trademark Licensing.
- ii. Use of the Commemorative Collection is permitted by Athletics as determined by senior athletics staff and/or athletics marketing under specific athletics use guidelines in consultation with Trademark Licensing.
- iii. The university may create other collections from time to time. Use of these other collections may be allowed under a case-by-case basis as determined by University Marketing in consultation with Trademark Licensing.

All uses of the Marks identified above must comply with the design standards set forth in these Guidelines, the [Licensing Program Guidelines for the Use of Iowa State University's Marks](#), the University's and Athletics Marketing's branding guidelines.

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## 5. APPROVAL & MONITORING INTERNAL USE

### (a) USE OF MARKS THAT DO NOT REQUIRE TRADEMARK APPROVAL

Use of Marks as permitted by these guidelines in the ordinary course of conducting university business without Trademark approval so long as the Unit does not make any changes to the design or approved colors of the Marks and provided that Units' use of the Marks comply with the University's [brand standards](#). Examples of uses that do not generally require Trademark Licensing approval include the use of Marks for stationary, business cards, reports, official publications, and similar materials, and materials related to academic courses. All other uses require Trademark Licensing approval under Section 5(b) below, including building signage (internal and external), outdoor signage, banners, labels to be affixed to goods, among others. It is the responsibility of the corresponding internal Unit to consult with Trademark Licensing as needed and for Unit leadership to approve and monitor this use in accordance with these Guidelines in consultation with Trademark Licensing and University Marketing as appropriate.

### (b) USE OF MARKS THAT REQUIRE APPROVAL

All use of Marks on products, including signage and book, film, and video titles require prior approval from Trademark Licensing, even if the proposed use of the Marks do not involve the sale of a product and instead are being produced as promotional items, gifts, or for fundraising. Trademark Licensing approval is also required when printed labels are created to be affixed to goods, creating University products for sale or distribution. Use of a licensed vendor is required for internal products, and lists of licensed vendors may be obtained from Trademark Licensing. Trademark Licensing will approve and review internal use of products by Units as set forth in these Guidelines. In addition to Trademark Licensing approval, Units may also need to seek review or approval from additional university offices (e.g., approval of the University Architect for signage and University Marketing for branding) as applicable.

### (c) REQUESTS FOR APPROVAL

Requests for approval must be submitted using the [Internal Trademark Use Form](#).

## 6. ROYALTY ON PRODUCTS

Units using Marks on products for internal consumption that require Trademark Licensing approval may be subject to royalties. A royalty exemption may be granted as provided in the [Trademark Management Policy](#). Trademark Licensing reviews and authorizes all royalty exemptions through the online [Internal Trademark Use Form](#) submission process,

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which must be completed when a Unit uses Marks on products. All other requests for royalty adjustments will be reviewed on a case-by-case basis.

7. **CONFLICTS**

To the extent these Guidelines Conflict with the [Licensing Program Guidelines for the Use of Iowa State University's Marks](#), these Guidelines shall govern.

8. **CONTACTS**

Questions regarding these Guidelines should be directed to:

- [Trademark Licensing](#) for information regarding producing products, royalties, and licensing.
- [University Marketing](#) for information regarding branding.
- Athletics for information regarding athletics branding and use of athletics trademarks.
- [University Architect](#) for information regarding signage.