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GUIDELINES FOR STUDENT ORGANIZATIONS' USE OF IOWA STATE UNIVERSITY'S TRADEMARKS (GUIDELINES)

1. INTRODUCTION

Use of Iowa State University's ("University") identifying trademarks, including words, names, symbols, designs and any combination thereof ("Marks") creates an association with the University that needs to be protected. The University's Trademark Management Policy and its implementing guidelines address usage of University Marks. Student organizations, as self-governing organizations, may only use these Marks as granted by these Guidelines.

2. RECOGNITION OF STUDENT ORGANIZATIONS

The University has adopted a Student Organization Recognition Policy that distinguishes and tiers all recognized student organizations into sponsored, affiliated, sorority and fraternity, and registered organizations. These tiers recognize the extent to which the Student Organizations' activity is supported and endorsed by the University. These Guidelines are implemented in conjunction with the Student Organization Recognition Policy which determines the relationship between Student Organizations and the University, including whether their activities are activities of the University or are endorsed by the University.

The Trademark Licensing Office, in conjunction with the Division of Student Affairs, supports students wishing to gather and form a community through student organizations. All recognized student organizations are responsible for understanding and adhering to applicable governing policies and principles as it relates to the use of University Marks. However, for clarity, campus organizations are not eligibile to use University Marks.

Student Engagement's full recognition guidelines are located here. If you are unsure of your student organization's existing tier recognition, please contact the Student Engagement Office.

3. STANDARDS FOR USE OF MARKS

The following principles are applicable to all University Student Organizations ("Organizations"):

i. Organizations' use of a Mark must be for an activity within the scope of the Organization's recognition by the University and is authorized by these Guidelines.

ii. The officially recognized name of an Organization may not contain any Marks.

iii. Organizations must include their recognized Organization name in designs using Marks. In addition, organizations must identify as a student organization by including "Club," "Student Chapter", "Student Council", "Student Organization" or other wording to signify how the organization is associated with the university. This wording must be a similar or equal size to the Organization name.

iv. Organizations required to use "at Iowa State University", "at Iowa State" or "at ISU," are required to include this language immediately following or below the Organization name. The word "at" must be formatted in the same font, size, and weight as "Iowa State University", "Iowa State" or "ISU," ensuring the words appear together as a contiguous phrase.

v. Organizations' may not use generic campaniles, tornadoes, cyclones, or cardinal-type birds in their designs or any other graphic that may be confusingly similar to an existing Mark except as permitted by these Guidelines. In addition, Organizations may not manipulate or alter the use of Mark(s) as permitted in these Guidelines and no graphics may cover, clutter, or take away from the Mark(s).

vi. 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 must be approved by that entity in writing and submitted to Trademark Licensing along with the desired artwork. For example, if you wish to use artwork, slogans, or trademarks created by someone not associated with your organization, a written release allowing for such use is required before Trademark Licensing will grant approval for use of third party intellectual property.

vii. Organizations may list an outside entity's name and/or logo as a sponsor of the Organization on products along with a Mark as permitted by these Guidelines if there is clear separation between the Mark and the sponsor marks. In addition, a sponsor statement must be included in close proximity to the sponsor(s) such as "Sponsored by" to clearly identify their relationship to the Organization.

viii. Organizations that are sponsoring, hosting, or co-hosting an event may use Marks on products as permitted in these Guidelines as long as the name of the event and the Organization's name appear in the design. Organizations affiliated with a nationally recognized organization may use an officially recognized acronym in lieu of their Organization name as long such use is consistent with Section 3(iii). The use and placement of other entity's names and/or logos that must be consistent with Section (vii).

ix. Organizations' use of Marks as permitted by these Guidelines must be approved by Trademark Licensing and is subject to the design standards established by the University's Licensing Program Guidelines for the Use of Iowa State University's Marks.

x. Organizations are required to have custom orders for licensed merchandise produced by licensed vendors.

xi. Organizations are required to have custom orders approved as required by Section 5.

4. USE OF MARKS BY STUDENT ORGANIZATIONS

A. REGISTERED STUDENT ORGANIZATIONS (RSOs)

i. Use of logo/graphic image Marks are not permitted for RSOs.

ii. RSOs are not required to use "at Iowa State University", "at Iowa State" or "at ISU." However, if RSOs chooses to identify with the University, RSOs must use the verbiage "at Iowa State University", "at Iowa State" or "at ISU" following or below the RSO name to indicate their affiliation to the University. The RSO name and the tagline must be adjacent.

iii. All designs using University Marks as permitted above must be pre-approved by the RSO adviser. Use of any Marks are subject to final approval by Trademark Licensing.

B. SORORITY AND FRATERNITY ORGANIZATIONS (SFOs)

i. Use of logo/graphic image Marks are not permitted for SFOs.

ii. SFOs are not required to use "at Iowa State University", "at Iowa State" or "at ISU." However, if SFOs chooses to identify with the University, SFOs must use the verbiage "at Iowa State University", "at Iowa State" or "at ISU" following or below the SFO name to indicate their affiliation to the University. The SFO name and the tagline must be adjacent.

iii. All designs using University Marks as permitted above must be pre-approved by the SFO adviser. Use of any Marks are subject to final approval by Trademark Licensing.

C. AFFILIATED STUDENT ORGANIZATIONS (ASOs)

i. Use of the following Marks are permitted for ASOs:

a. Athletics Primary Mark (I-STATE)

b. Mascot Graphic Head Mark (Head only Mark or Head only with Cyclones)

c. Nickname Mark

ii. ASOs are not required to use "at Iowa State University", "at Iowa State" or "at ISU." However, if ASOs are using University Marks as permitted above, ASOs are required to use the verbiage "at Iowa State University", "at Iowa State" or "at ISU" following or below the ASO name. The ASO name and the tagline must be adjacent.

iii. All designs must be pre-approved by the ASO adviser. Use of any Marks are subject to final approval by Trademark Licensing.

D. SPONSORED STUDENT ORGANIZATIONS (SSOs)

i. Use of the following Marks is permitted for SSOs:

a. Official University Word Mark

b. Athletics Primary Mark (I-STATE)

c. Mascot Graphic (Head only Mark or Head with Cyclones)

d. Nickname Mark

e. University word Marks limited to the following:
- Iowa State University
- Iowa State
- ISU
- Cyclones and Cyclone
- Cy and Clone

ii. All designs must be pre-approved by the SSO Adviser. Use of any Marks are subject to final approval by Trademark Licensing.

E. WEBSITES

Organizations that qualify for a website are required to coordinate with Student Engagement for approval in accordance with the Student Organization Website Policy. Organizations must follow the Domain Name System Policy.

F. PRINTED MATERIAL

Organizations may use Marks on printed material, including letterhead, flyers, newspaper advertising, and websites to identify or advertise Organization activities to the extent permitted in and consistent with these Guidelines.

5. APPROVAL & MONITORING ORGANIZATION USES

All Organizations are required to complete the online Internal Trademark Use Request Form to obtain prior approval by Trademark Licensing for the use of a Mark. In addition, designs using a Mark as permitted by these Guidelines require approval by the organization's adviser(s).

Compliance with these Guidelines will be monitored by Trademark Licensing, Student Engagement, or Campus Organization Accounting offices as applicable.

6. ROYALTY, EXEMPTIONS, AND PAYMENT VOUCHERS

Custom orders for licensed goods may be subject to royalties. A royalty exemption is not a license exemption and may be granted only when approved in writing by Trademark Licensing through the Internal Trademark Use Request Form submission process.

Licensed merchandise purchased for the purpose of raising funds through periodic sales for the organization must follow Student Engagement's Event Authorization procedures by completing the Event Authorization and Notification Form and adhering to Campus Organizations Accounting Office procedures. Trademark Licensing may require copies of the authorization approval email for verification from Student Engagement.
Trademark Licensing authorizes all royalty exemptions. A request for a royalty exemption is part of the Internal Trademark Use Request Form under usage as defined above. The completed form will be sent electronically to Trademark Licensing for review. Once reviewed, electronic messages will be sent to the organization member submitting the request, the organization's adviser, and the licensee on the status of the request including whether an exemption has been granted. Royalty adjustments not specifically defined in these Guidelines are reviewed on a case-by-case basis.

Members of an Organization are prohibited from personally paying for items with Marks purchased for the Organization. The Campus Organizations Accounting Office will honor a voucher or P-card purchase **ONLY** if licensed merchandise containing Marks are purchased through a licensed vendor. Organizations must turn in the trademark approval form to Campus Organization Accounting when seeking payment for a purchase. If the vendor is not licensed or a Trademark Licensing approval form is not submitted, the Campus Organizations Accounting Office will place a hold on payment or put the charges on the organization treasurer's U-bill. The organization's treasurer should contact Trademark Licensing immediately as we archive all organization submission reviews and,

if a form was submitted, we will be able to provide another copy. However, since not following the submission process and/or using an unlicensed vendor is a violation of these Guidelines and University policy, the vendor and the Organization (adviser, president and treasurer) will be contacted. Damages for such non-compliance may be applied to the vendor and/or the Organization, including, but not limited to, non-payment of a voucher, monetary penalties, product recall, prohibition of the use of Marks, and probation, suspension or loss of organizational recognition.

7. APPROVAL AND RE-APPROVAL

Trademark Licensing must approve use of a Mark in a design prior to an Organization offering it to members on a sign-up and/or pre-pay basis. Every order is required to be submitted for review, including reorders. Use of a Mark previously approved may not automatically be re-approved. Use of Marks will be evaluated in accordance with the Guidelines in effect at the time of the review.

8. PRODUCT STANDARDS

In addition to the Product Standards outlined in Section 8 of the Licensing Program Guidelines for the Use of Iowa State University's Marks, all licensed merchandise purchased by the Organization must contain the officially registered name of the Organization in accordance with Section 3(A)(iii).

8. APPEALS

Any appeals resulting from these Guidelines shall be made to the corresponding approval authority, including the Office of University Counsel or the Office of the President as applicable.

9. CONTACTS

If an Organization has questions about how to interpret these Guidelines, contact:

- Trademark Licensing for information on design and product standards, Mark application, royalty, and licensing.
- Campus Organizations Accounting Office for assistance with financials, vouchers, and vendor payments;
- Student Engagement for assistance with Student Organization tier recognition procedures and domain names.