



Policy UCM001: Licensing, Trademarks, and Logos

Recommended for Approval by:

Kelly Repinski

Kelly Repinski
Vice President for Communications and Marketing

Approved by:

Jon Anderson

Jon Anderson, Ph.D.
President

Effective Date

April 17, 2025

A. Intent

This policy establishes guidelines for the use, licensing, and protection of Pennsylvania Western University's (PennWest or "the University") trademarks, logos, seal, and athletic logos to ensure consistency, quality, and compliance with applicable laws.

This policy applies to all faculty, staff, students, alumni, vendors, and any external parties seeking to use the university's trademarks or logos for commercial, promotional, or academic purposes.

B. Definitions

University Mark (or "Marks"): the University name, logos, trademarks, service marks, and identity marks (whether registered or not) approved, adopted, or used on behalf of the University as word marks, such as, but limited to "Pennsylvania PennWest University," "PennWest," "PennWest California," "California Vulcans," "Clarion Golden Eagles," "Edinboro Fighting Scots", and others containing graphic components in addition to words, such as, but not limited to, the University seal, graphic representations of PennWest campus landmarks (i.e. California Campus Clock Tower), colors or any graphic representations of University recognized athletic mascots.

C. Policy

1. Persons or Units Within the University

All university marks are managed by the Office of University Communications and Marketing. Campuses, colleges, departments, faculty, and may only use University trademarks in accordance with this policy and the official PennWest Brand Style Guide.

- University trademarks and logos may not be altered or combined with any other mark or element.
- A unit or department may use its official name with the University wordmark only as outlined in the [brand style guide](#).

- The logo or wordmark is required on all official internal and external communications, excluding individual email messages.
- University colors and branded elements must appear prominently on all official communication and marketing materials.
- The use of official University letterhead and business cards is required in all matters of official University business.
- Use of University trademarks in print and electronic materials including email and social media must conform to brand requirements.
- University trademarks may be used on commercial merchandise only by persons and entities licensed by the University's exclusive licensing agent.
- All official University content must provide equitable access to people with disabilities.

2. Persons or Entities Outside the University

- All commercial use of university trademarks requires prior approval, and a licensing agreement administered through the Office of University Communications and Marketing
- Vendors producing merchandise with university trademarks must be officially licensed through the university's current licensing partner company and comply with brand standards.
- Registered student organizations may use trademarks for non-commercial purposes with approval from the Office of University Communications and Marketing.

3. Prohibited Uses of University Trademarks

- Unauthorized reproduction, alteration, or imitation of university trademarks.
- Use of trademarks in a manner that misrepresents affiliation with the university.
- Use in political endorsements, obscene materials, or content misaligned with university values.
- Use of "retired" marks in place of current university trademarks and logos as outlined in the current Brand Style Guide. The exception is "legacy" branding on merchandise that is pre-approved by the Office of University Communications and Marketing.

4. Unauthorized Use

The unauthorized use of PennWest's Trademarks by external third parties or non-employees is subject to civil and criminal penalties, and PennWest reserves the right to take appropriate action including, but not limited to, the confiscation of goods, financial penalties, and legal action.

D. Procedure(s)

Persons or Entities Outside the University

All commercial use of university trademarks requires prior approval, and a licensing agreement administered through the Office of University Communications and Marketing. The Executive Director for Brand Identity and Creative Services must approve all licensing requests.

E. Related Policies

Supersedes Policy AD002: Logo Standards

Policy UMC 0003 News Media Policy

F. Contact Information

University Communications and Marketing

communications@pennwest.edu

G. Policy Review Schedule

All policies will be reviewed every two years or on an as needed basis if a change in Board of Governors, Pennsylvania State System of Higher Education, or Pennsylvania law would create the need for an immediate change.