



THE UNIVERSITY OF
SCRANTON[®]
A JESUIT UNIVERSITY

THE UNIVERSITY OF SCRANTON
IDENTITY PROCEDURES AND GUIDELINES

Established March 2005

PROCEDURES FOR USE OF THE UNIVERSITY OF SCRANTON TRADEMARKS AND PENDING TRADEMARKS

1. INTRODUCTION

During the 2003-04 academic year, the University sought and received trademark protection for its name and two of its most important symbols. Trademark protection is an important accomplishment in the University's overall marketing efforts because it allows the University to ensure that its name and marks are not misused.

One of the important consequences of federal trademark protection is a legal requirement for the University to monitor all uses of its trademarks. As a result, the Office of Public Relations has developed these procedures to provide information and guidelines to the University community regarding the use of The University of Scranton's trademarks. The procedures apply to faculty, staff, students, academic departments, ad hoc groups, administrative divisions and departments, alumni clubs, informal groups and student organizations. Suppliers and manufacturers of commercial and non-commercial products should follow their licensing agreement with the University.

2. PROTECTED MARKS AND NAME

The University has secured trademark protection for the following items:

- * the name "The University of Scranton,"
- * the University Wordmark and
- * the University Seal.

For purposes of these procedures, the above items will be collectively referred to as "trademarks."

In addition, the University will exercise careful control over the use of its distinct athletic font, athletic wordmark and mascot design as a precursor to securing formal trademark protection once these marks are eligible. For purposes of these procedures, these items will be referred to as the "pending trademarks."

3. GUIDELINES FOR USING TRADEMARKS AND PENDING TRADEMARKS OF THE UNIVERSITY OF SCRANTON

The trademarks and pending trademarks of the University are not to be used in any way that implies endorsement of a business or service. The trademarks are not to be used in any way that will discriminate against any persons or groups or in any way that would be a violation of the University's anti-discrimination policies.

4. AUTHORIZED USE

Trademarks must always be used in accordance with the guidelines set forth in these procedures.

4.1. Publications

Procedures for the use of the trademarks in print publications are outlined in detail in this Identity Standards Guide.

4.1.1. On Campus

University departments and student groups can use the trademarks and pending trademarks for brochures, fliers, posters or other publications that are distributed on campus so long as they do not violate the "Restrictions on Use" as outlined in Section 5 of these procedures.

4.1.2. Off Campus

Use of the trademarks and pending trademarks in publications intended for distribution off campus requires prior written approval from the Office of Public Relations. Individuals and offices working directly with the Office of Public Relations or Printing Services to produce an item that contains a University trademark do not need to seek prior permission.

4.2. Web Pages

The use of trademarks and pending trademarks on the World Wide Web is governed by the University's Web Guidelines Policy. All provisions outlined in Section 5 "Restrictions on Use" also apply.

4.3. Merchandise and Clothing

The Office of Public Relations and Purchasing Department maintain a list of authorized vendors that have signed a Licensing Agreement governing the use of University trademarks and pending trademarks. University departments and student groups seeking to use trademarks or pending trademarks in the production of items including, but not limited to, T-shirts, coffee mugs, tickets, balloons, uniforms, booths and exhibits, must work through authorized vendors. Businesses can be designated an authorized vendor by entering into a Licensing Agreement with the University through the Purchasing Department.

4.4. Use of Trademarks and Pending Trademarks in Class

Any item/artwork/product produced as part of a course and which uses The University of Scranton's trademarks for non-commercial purposes does not require approval or license and is royalty exempt. Such uses, however, must conform to the provisions outlined in Section 5 "Restrictions on Use."

4.5. Other Use

The University of Scranton reserves the right to approve or disapprove any use of the trademarks, even if not explicitly prohibited by these procedures or these guidelines.

5. RESTRICTIONS ON USE

5.1. Product Use

Product restrictions include, but are not limited to those listed below. Questions about product use should be directed to the Office of Public Relations.

- Products that could be used to injure or kill
- Products that could present a high-liability exposure
- Products that endorse political candidates or that express a political point of view
- Alcohol-related products
- Tobacco-related products
- Sexually suggestive products
- Products produced through "sweat shop" or other similar unjust labor practices
- Products that are inimical to the mission or image of the University

5.2. Artwork

Artwork restrictions include, but are not limited to those listed below. Questions about artwork should be directed to the Office of Public Relations.

- Art depicting the use or endorsement of alcohol
- Art depicting the use or endorsement of illegal drugs

- Art depicting the use or endorsement of tobacco products
- Art depicting the use or endorsement of firearms or other weapons
- Art depicting racist, sexist, hateful, demeaning or degrading language or statements
- Art depicting profanity
- Art depicting sexual acts
- Art depicting statements impugning other universities
- Art of a design incorporating trademarks or copyrights not owned by the University, unless written permission for such use is obtained from the mark holder or copyright owner

6. COMPLIANCE

Unauthorized use of The University of Scranton trademarks is subject to civil and criminal penalties. Individuals and suppliers who use trademarks of The University of Scranton without permission from the Office of External Affairs are subject to actions including receiving a cease-and-desist notice, having merchandise confiscated and legal proceedings.

7. CONTACT INFORMATION

Questions about the use of trademarks and pending trademarks should be directed to:

Gerald C. Zaboski

Vice Provost of Enrollment Management & External Affairs

Office of External Affairs

The University of Scranton

Scranton, PA 18510

570-941-7900

gerald.zaboski@scranton.edu

THE UNIVERSITY OF SCRANTON: CORRECT NAME USAGE

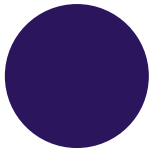
In its full form, the University is correctly referred to as The University of Scranton. (Please note the use of the word “The” with a capital “T”.) In second references, “the University” and “Scranton” are acceptable uses of the name. The use of “U of S” should be avoided in off-campus communication. In merchandising applications where the University’s name is used without a wordmark, the words “The University of Scranton” must be followed by a registered trademark symbol as follows:
The University of Scranton®

TYPOGRAPHY

The official typeface of The University of Scranton is Adobe Garamond. The typeface Garamond may be used as a substitute if Adobe Garamond is not available.

OFFICIAL COLORS

The official colors of The University of Scranton are purple and white. When purple is used, the specified color is Pantone 269 (100%).



Pantone 269

PRIMARY UNIVERSITY MARKS

- University Wordmark
- University Seal

The University wordmark and University seal represent all departments and offices of The University of Scranton. College- or department-specific wordmarks, logos or emblems should not be developed or used.

The University does not permit any alterations to its primary marks. Do not adjust the horizontal or vertical scale of these graphic elements, and do not place them inside another shape, such as a circle or square. Rotating or skewing of the graphic elements is not allowed.

ABOUT FILE TYPES

TIFF - The tiff is a high-resolution file. The 1-color versions of the tiff files are suitable for any print-use. The 2-color or full-color versions are appropriate for output from a desktop printer. Note: If it is necessary to enlarge the image more than 20%, an eps file and Postscript output should be used.

EPS - The eps is a high-resolution, vector-based file that can be used when sending a project to a commercial printer or merchandiser who uses Postscript output.

JPEG - The jpeg is a low-resolution file suitable for use on the Web.

WORDMARK

ACCEPTABLE USAGE



One Color



Two Color
Pantone 269 and Black

The Wordmark can be reversed out of a solid color in white. When the wordmark is reversed out of a solid color, there must be an adequate amount of solid color around the exterior of the mark. As a rule of thumb, allow the height of the "R" in the word "Scranton" as the amount of white space.



UNACCEPTABLE USAGE

The University does not permit any alterations to its primary mark. Do not adjust the horizontal or vertical scale of the wordmark. Rotating or skewing of the wordmark is not allowed. Do not draw a shape around the wordmark. Examples of unacceptable usage are as follows.



Changing the vertical scale
is **not** permitted



Changing the horizontal scale
is **not** permitted



Skewing the wordmark
is **not** permitted



A shape should not be drawn
around the Wordmark



Do not rotate the
Wordmark

SEAL

ACCEPTABLE USAGE

The Seal of the University cannot be used on its own in print publications as the only identifier of The University of Scranton. However, the Seal can be used on its own as a graphic element in publications.



One Color



Full Color

The Seal can be reversed out of a solid color. When the Seal is reversed out of a solid color, there must be a reasonable amount of solid color around the exterior of the Seal. As a rule of thumb, use the cross at the top of the shield as the amount of space to leave around the edge of the seal. For purposes of clothing and merchandising items, a special Pantone-version color file of the seal is to be used. This file is available through the University's Office of Public Relations.



UNACCEPTABLE USAGE

The University does not permit any alterations to its primary mark. Do not adjust the horizontal or vertical scale of the seal. Rotating or skewing of the seal is not allowed. Do not draw a shape around the seal. Use the seal in its entirety. Examples of unacceptable usage are as follows.



Changing the vertical scale
is **not** permitted



Rotating the Seal
is **not** permitted



Changing the horizontal scale
is **not** permitted



Do not place the Seal
inside another shape

Do not overprint text on the seal or the Wordmark.



Do not use old versions of the Seal



USING THE WORDMARK AND THE SEAL TOGETHER

The University Wordmark and University Seal can be used together. When the two elements are used together, the Seal is to be placed either above the wordmark, or to the left of the wordmark. Do not place the Seal below the Wordmark.

Proportionately-scaled combinations of the Wordmark and Seal are available as single electronic files. Two formats are available: Using the Seal above the Wordmark, and Using the Seal to the left of the Wordmark.

The combined mark can be reversed out of a solid color. When it is reversed out of a solid color, there must be a reasonable amount of solid color around the exterior of the Seal. As a rule of thumb, use the "R" in the Word "Scranton" as the amount of space to leave from the top, bottom, left and right edges of the combined mark.

Using the seal above the wordmark



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Using the seal alongside the wordmark



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SCRANTON “S”

The University of Scranton has developed a unique letter style, including a unique “S.” In publications, use of the “S” on its own is not sufficient to indicate The University of Scranton; a University Wordmark must also be used.

The University does not permit any alterations to its “S” mark. Do not adjust the horizontal or vertical scale of the “S”. Rotating or skewing of the “S” is not allowed. Do not draw a shape around the “S.”



One Color



Two Colors
(Pantone 269 and Black)

ATHLETIC MARKS

The University of Scranton has designed a series of athletic marks that make use of a specially-commissioned letter style. This typeface is available for use by authorized vendors.

Athletic marks are available in various formats. The primary athletic mark is available with and without the Royal Wolf, the mascot of The University of Scranton. The Royal Wolf is also available as a separate athletic mark. Additionally, there are sport-specific athletic marks for individual teams. All athletic marks are available in one, two and three colors. The three color application is designed for merchandising use.

Team Names: The Royals, Lady Royals

Team Mascot: The Royal Wolf



Primary Athletic Mark with Wolf
One Color



Primary Athletic Mark with Wolf
Two Color (Pantone 269 and Black)



Primary Athletic Mark without Wolf
One Color



Primary Athletic Mark without Wolf
Two Color (Pantone 269 and Black)



Wolf Body
One Color



Wolf Head
One Color

Sport-specific marks are also available for each of the University's athletic teams: Baseball, Cheerleading, Cross Country, Field Hockey, Men's Basketball, Men's Cross Country, Men's Golf, Men's Ice Hockey, Men's Lacrosse, Men's Soccer, Men's Swimming, Men's Tennis, Softball, Women's Basketball, Women's Cross Country, Women's Soccer, Women's Swimming, Women's Tennis, Women's Volleyball and Wrestling.

HOW TO OBTAIN DOWNLOADABLE FILES

The trademarks and pending trademarks of The University of Scranton may be obtained by emailing a request to identitystandards@scranton.edu.

FOR ADDITIONAL INFORMATION

Questions about the use of trademarks and pending trademarks should be directed to:

Gerald C. Zaboski

Vice Provost of Enrollment Management & External Affairs

The University of Scranton

Scranton, PA 18510

Phone: 570-941-7900

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