



THE UNIVERSITY OF
SCRANTON
A JESUIT UNIVERSITY

THE UNIVERSITY OF SCRANTON
IDENTITY PROCEDURES AND GUIDELINES

Established March 2005

Revised 2018

*Produced by the Division of Enrollment Management & External Affairs
and the Office of the General Counsel
The University of Scranton*

PROCEDURES FOR USE OF THE UNIVERSITY OF SCRANTON 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: the seal and wordmark. In 2017 the University filed for trademark protection for several additional marks used mostly but not exclusively in athletics.

Trademark protection is an important accomplishment in the University's overall branding 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 protect all uses of its trademarks. As a result, the Creative Services Office of Printing and Mailing Services - a department within the Division of Enrollment Management and External Affairs - 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
- the University Seal
- the Split "S"
- the Split "S" over Scranton
- Wolf Head Design
- The University of Scranton Royals and Wolf Design

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

3. Guidelines for Using Trademarks of The University of Scranton

Trademarks are not to be used in any way that implies endorsement of a business or service. 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- and Off-Campus

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

4.2. Web Pages

The use of Trademarks on the World Wide Web is governed by this document. All provisions outlined in the Section 5 “Restrictions on Use” also apply. The Web Style Guide for The University of Scranton’s Website can be found at <http://www.scranton.edu/marketing-communications/images/2014-web-style-guides.pdf>

4.3. Merchandise and Clothing

Vendors seeking a Licensing Agreement to use the Trademarks should contact the Director of Printing and Mailing Services. University departments and student groups seeking to use Trademarks in the production of items including, but not limited to, T-shirts, coffee mugs, tickets, balloons, uniforms, booths and exhibits, must ensure that vendors adhere to these Standards.

4.4. Use of Trademarks in Class

Any item/artwork/product produced as part of a course and which uses the 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 Department of Printing Services.

- 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
- Sexually suggestive products
- Products produced through “sweat shop” or other similar unjust labor practices if questionable manufacturing practices come to the attention of the University.
- Products that are inimical to the mission or image of the University
- Products endorsing alcohol or tobacco products.

Products related to the use of alcohol and tobacco products - such as wine glasses, cigar boxes, beer steins, etc. require permission from the Department of Printing and Mailing Services.

5.2. Artwork

Artwork restrictions include, but are not limited to those listed below. Questions about artwork should be directed to the Department of Printing Services.

- Art depicting the use or endorsement of illegal drugs
- 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 owner of the mark or copyright owner.
- Products endorsing alcohol or tobacco products.

Permission is required from the Department of Printing and Mailing Services for use of trademarks on products that depict the use of alcohol or tobacco products.

6. Compliance

Unauthorized use of the trademarks is subject to civil and criminal penalties. Individuals and suppliers who use Trademarks without permission from the Director of Printing and Mailing Services are subject to sanctions including receiving a cease-and-desist notice, having merchandise confiscated and legal proceedings.

7. Contact Information

Questions about the use of Trademarks should be directed to:

Valarie Clark
Director of Printing and Mailing Services
The University of Scranton
800 Linden Street
Scranton, PA 18510
Phone: 570-941-4071
Email: valarie.clark@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.

Adobe Garamond Regular

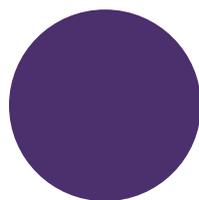
Adobe Garamond Italic

Adobe Garamond Bold

Adobe Garamond Bold Italic

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



Wordmark



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 are prohibited for off-campus use.

The University does not permit any alterations to its primary marks. If adjusting the horizontal or vertical scale of these graphic elements it must be done proportionately. Do not place them inside another shape, such as a circle or square. Rotating or skewing of the graphic elements is not allowed.

WORDMARK - *Acceptable Usage*



Black and Pantone 269



Black



Pantone 269



Correct usage



Incorrect usage

The Wordmark can be reversed out of a solid color in white. When the wordmark is reversed out, there must be an adequate amount of solid color around the Wordmark.

WORDMARK - 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 follow.



Changing the vertical scale is not permitted.



Changing the horizontal scale is not permitted.



Skewing the Wordmark is not permitted.



Do not rotate the Wordmark.



Do not put a shape around the Wordmark.



Do not overprint text on 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. In print publications, the Seal must be accompanied by either the Wordmark or the words “The University of Scranton.” The Seal can be used on its own as a graphic element in publications. It can also be reversed out of a background color.



SEAL - *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 follow.



Changing the vertical scale is not permitted.



Changing the horizontal scale is not permitted.



Do not rotate the Seal.



Do not place the Seal inside another shape.



Do not overprint text on 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.

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.



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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.

SCRANTON “S”

Two versions of the Scranton “S” are also trademark protected. The “S” can be used in color (Pantone 269 and black) or black and white. The “S” can also be reversed out of a background color. When reversed out of a background color, the white is always at the top. In publications, use of the “S” on its own is not sufficient to indicate The University of Scranton: the words “The University of Scranton” or a University Wordmark must also be used.

“S” - Acceptable Usage



Pantone 269 and Black



Black



Pantone 269 and Black



Black



“S” - Unacceptable Usage

The University does not permit any alterations to its “S” mark. Examples of unacceptable usage are as follow.



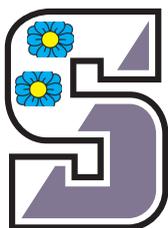
Changing the vertical scale is not permitted.



Changing the horizontal scale is not permitted.



Do not rotate the “S.”



Do not place anything inside the “S.”



Do not place graphics behind the “S.”



The purple cannot be used on the top half of the “S.”

ATHLETIC MARKS

The Royal Wolf is the mascot of The University of Scranton. The University has trademark protected two athletic marks featuring the Royal Wolf: the Wolf Head and the Wolf Body with The University of Scranton Royals. These marks are available in black and white or color.

ATHLETIC MARKS - Acceptable Usage



ATHLETIC MARKS - *Unacceptable Usage*

The University does not permit any alterations to the Wolf Head or Wolf Body with The University of Scranton. Examples of unacceptable usage are as follows.



Changing the vertical scale is not permitted.



Changing the horizontal scale is not permitted.



Do not place graphics behind or around the Athletic Marks.

ATHLETIC FONT AND SPORTS-SPECIFIC 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. Sport-specific marks are also available for each of the University's athletic teams and will soon be available for club sports.

TRADEMARK USAGE FOR MERCHANDISING PURPOSES

When using the trademarks for merchandising purposes - items that are sold for profit - the trademarks must be accompanied by the ® symbol. The University has approved artwork for each of the trademarks. To obtain these versions of the trademarks, please email a request to: identitystandards@scranton.edu.



ADDITIONAL DESIGN STYLES

The University also has style guides covering design elements for marketing materials and websites. These style guides include particular colors and fonts used across recruitment materials and are refreshed after a number of years of usage.

For additional information about marketing design styles for print and web visit scranton.edu/marketing-communications or contact the Marketing Communications department at 570-941-7005 or marketing@scranton.edu.

ABOUT STUDENT CLUBS AND ORGANIZATIONS

Ways of promoting Student Clubs and Organizations are governed by the Student Clubs & Organizations Handbook. When using the Trademarks to promote Student Clubs and Organizations, the Trademarks must be used in ways that are compliant with the Identity Standards. Artwork must be submitted to Valarie Clark (valarie.clark@scranton.edu) for approval.

HOW TO OBTAIN DOWNLOADABLE FILES

The 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 should be directed to:
Valarie Clark, Director of Printing and Mailing Services
The University of Scranton
800 Linden Street
Scranton, PA 18510
Phone: 570-941-4071 Email: valarie.clark@scranton.edu