

## SECTION 1: St. Olaf College Trademarks

Use of the St. Olaf College name and marks without authorization is strictly prohibited. This includes but is not limited to use of the St. Olaf College name and marks that would undermine public trust and esteem in the College, and/or use of the St. Olaf College name and marks in connection with activities, projects, events, publications, products, and the like which implies a close association with St. Olaf College. St. Olaf must maintain appropriate control of its name and marks to ensure that the representations of associations are accurate and in conformity with the College's mission and goals. A full list of the registered trademarks can be viewed [here](#).

## SECTION 2: What is trademark infringement?

The United States Trademark and Patent Office defines trademark infringement as an *unauthorized use* of a trademark that another entity uses in its daily course of business that might cause confusion about the source of a good or service. Unauthorized use may occur when a third party uses any aspects of the St. Olaf trademark without obtaining prior permission from the College. For example, a business may want to place the St. Olaf Name and Marks on their product, like a backpack, in order to attract students to their product. By doing so, that business owner profits from using the name which St. Olaf College has spent countless resources building over the last 100 years or so. Unauthorized use may also occur when a member of the St. Olaf faculty, staff, student body or alumni uses the St. Olaf Name and Marks in such a way that will cause confusion surrounding the provider of the service or good or a misleading sense of endorsement by the College for a service or good which the College does not wish to endorse. An example of that may be a student organization wishing to display a St. Olaf logo on their social media page or an alum who wishes to display a St. Olaf logo on their service or product in order to show affiliation with the College. Any member of the St. Olaf faculty, staff, student body, or alumni must follow the guidelines of the St. Olaf [Brand Manual](#) and contact the Marketing and Communications office before using a St. Olaf logo.

## SECTION 3: Proper use of the St. Olaf Name and Marks

St. Olaf prohibits faculty, staff, students, and alumni from using the St. Olaf Name and Marks unless such use is specifically authorized pursuant to these St. Olaf Use of Name guidelines and the procedures set forth herein. St. Olaf strictly prohibits third parties from any use of the St. Olaf Name and Marks unless authorized representatives of St. Olaf have granted prior written approval for the use.

Where St. Olaf approval is required for use of the St. Olaf Name and Marks, the approval must be in writing and obtained prior to the requested use. Approval to use the St. Olaf Name and Marks may be subject to terms, conditions, and/or restrictions, including without limitation explicit and prominent disclaimers, as determined in accordance with these St. Olaf Use of Name guidelines and the discretion of the appropriate St. Olaf approving individual or office. For example, when ambiguity or confusion about endorsement may exist in an otherwise approved

use, St. Olaf requires prominent disclaimers to accompany the use, stating that St. Olaf does not endorse or approve third parties or their activities, services or products.

St. Olaf reserves the right to revoke at any time any approval it has granted for use of the St. Olaf Name and Marks.

## Faculty, Staff, Student and Alumni

### **INDIVIDUAL USE**

All faculty, staff, students and alumni are responsible for ensuring proper use of the St. Olaf Name and Marks in the conduct of their individual activities.

St. Olaf faculty, staff, students and alumni may refer to their status as faculty, staff, students at or alumni of St. Olaf for purposes of identifying themselves, provided that the reference is consistent with the principles and guidelines set forth herein, is factual and accurately represented, and is not stated in a manner that has the potential of suggesting or implying St. Olaf's involvement, endorsement, or approval.

### **STUDENT ORGANIZATIONS**

Student organizations recognized by the Student Government Association (SGA) have approval to use the St. Olaf name. Where a student organization's name has the potential to be confusing or misleading as to whether the organization is a student organization, St. Olaf will require it to include *Student Organization* in its name.

Student organizations must make clear in any public materials or information distributed or displayed that the organization is a student organization. For any event or activity put on by a student organization, the organization must make clear in any public materials or information distributed or displayed that the event or activity is sponsored and run by the student organization.

Student organizations may not use St. Olaf's name or their affiliation with St. Olaf in any manner that may have the potential to suggest or imply St. Olaf endorsement, approval, support of, or opposition to events, activities, products, services, companies, policies, political and/or social movements, political candidates, and the like without prior St. Olaf approval. In circumstances presenting the potential for any of the foregoing, St. Olaf will require the student organization to use appropriate disclaimers. Student organizations unsure about whether their use of the St. Olaf name falls into the above manner should contact the [Office for Marketing and Communications](#), which would be happy to assist and advise student organizations about proper use of the St. Olaf name.

Student organization logos may not include the St. Olaf or school name. A student organization may not use any altered version of any St. Olaf logos or marks as a student organization logo, and may not use logos that are similar to St. Olaf logos or marks as the student organization's logo. A student organization must obtain approval of its logo from the Office for Marketing and

Communications. For logos that are approved, the student organization must include in legible font underneath the logo the phrase “A St. Olaf Student Organization” if this is not otherwise clear in the logo. The Brand Manual contains examples of proper and improper use of a student organization logo and is a good resource for any student organization to use prior to deciding on a logo.

## **FACULTY, STUDENT AND ALUMNI BUSINESSES, PROJECTS, STUDIES, ACTIVITIES, AND EVENTS**

Using the St. Olaf name to identify faculty, staff, student and alumni businesses, projects, studies, activities, events, and the like suggests or implies a close connection with St. Olaf and/or St. Olaf responsibility, sponsorship, or endorsement. Approval is required prior to any such use, and if approved, a disclaimer of St. Olaf responsibility, endorsement, or sponsorship may be required.

Generally, identifying a business, project, study, activity, event, or the like with the St. Olaf name would not be approved unless the project were institution-wide with significant institutional accountability and broad institutional involvement and unless there were no issues of potential confusion with other activities at St. Olaf or elsewhere.

Requests for approval should be submitted to the [Office for Marketing and Communications](#).

## **ACADEMIC PRESENTATIONS**

Making presentations in legitimate academic forums is an important aspect of the research and education missions of St. Olaf. St. Olaf faculty, staff, students and alumni may reference their status as faculty, staff, students or alumni of St. Olaf for identification purposes when giving talks at scientific or academic society and association meetings, at other institutions, and in other academic settings as well, for example in videotapes and other recordings of scientific or educational presentations such as those listed above.

However, faculty’s, students’ and alumni’s reference to their status and affiliation with St. Olaf must be factual and accurate and must not create an appearance of St. Olaf endorsement or approval of the viewpoints expressed in the presentation. If there is the potential for the appearance of St. Olaf support or endorsement of the viewpoint expressed by the students or alumni in the presentation, appropriate disclaimers must be made. Requests for approval and guidance on appropriate disclaimer language should be submitted to the [Office for Marketing and Communications](#).

## **ACADEMIC PUBLICATIONS**

Publication of scholarly books and articles is central to the St. Olaf educational mission. St. Olaf faculty, staff, students and alumni may reference their status as faculty, staff, students or alumni

of St. Olaf for identification purposes when writing or contributing to professional publications, provided that:

- The reference is factual and accurate;
- Use of the St. Olaf name does not create an appearance of institutional responsibility, endorsement, or approval; and
- St. Olaf's name does not appear in larger font than the name(s) of the author(s).

If there is the potential for the appearance of St. Olaf involvement, responsibility, support, or endorsement of the publication, appropriate disclaimers must be made. Requests for approval and guidance on appropriate disclaimer language should be submitted to the [Office for Marketing and Communications](#).

## **INDEPENDENT OR STUDENT PUBLICATIONS**

Independent or student publications must receive prior approval to use the St. Olaf name. Approval is generally not granted when the use of the St. Olaf name has the potential to imply or suggest an official connection with St. Olaf or St. Olaf involvement, responsibility, approval, or endorsement of the publication. Any approved use of the St. Olaf name is subject to all terms, conditions, and/or restrictions that St. Olaf may impose at its discretion.

Independent or student publications that have been granted approval to use the St. Olaf name must identify the publication in a prominent location and in prominent size font as "An independent student publication." Such publications must also include the following disclaimer in a prominent location and prominent size font:

*[Name of independent or student entity], an independent [student] entity located at St. Olaf College, has produced and is entirely responsible for the form, format, content, and all other aspects of this publication. This publication was not reviewed by St. Olaf College, and the College does not endorse or approve the content of this publication. This publication does not necessarily express or reflect the policies, positions, or opinions of the College.*

Requests for approval should be submitted to the [Office for Marketing and Communications](#).

## **WEBSITES AND SOCIAL MEDIA**

The St. Olaf name may not be used on faculty, student or alumni websites or by faculty, staff, students or alumni in social media without prior St. Olaf approval, except for factual and accurate references to an individual's status as a faculty, student or alumnus/alumna of St. Olaf for identification purposes.

The St. Olaf Name and Marks may not be used on any faculty, student or alumni websites or social media for any use that has the potential to imply or suggest St. Olaf endorsement or approval of any programs, events, publications, viewpoints, positions, policies, political and/or social movements, products, services, companies, or activities. St. Olaf will require a disclaimer to accompany the use if it has the potential to suggest or imply improper endorsement. For

example, if a St. Olaf logo is either the only logo used on the website or is large and prominent, then that suggests an improper endorsement and a disclaimer is required. The St. Olaf logo should not be the focal point of any of the website's pages. An example of a proper use of the logo(s) might take place on one page of the website where the owner provides their educational background and includes the logo as a visual aid, not as a means to represent their website. Requests for approval should be submitted to the [Office for Marketing and Communications](#).

If a faculty or staff member's St. Olaf website links to an outside website, the following disclaimer must be posted: "You are being redirected to a website outside of St. Olaf College for information purposes only. St. Olaf College does not control, endorse, or approve websites outside of the college and has no responsibility for the form, format, content, reliability, accuracy, or any other aspect of external websites."

If you have questions about use of the St. Olaf Name and Marks on websites, please contact the [Office for Marketing and Communications](#).

## Other Faculty, Staff, and Institutional Uses

### **ACADEMIC TITLES**

These Use of Name Guidelines are not intended to limit use of the St. Olaf Name and Marks by faculty and staff for legitimate purposes that fall within the scope of their St. Olaf professional work, including for teaching, publication, research, and other academic activities. As set forth in these guidelines, St. Olaf faculty and staff may reference their affiliation with St. Olaf for identification purposes in connection with faculty and staff activities that clearly support and advance St. Olaf's research and education mission.

Faculty and staff use of the St. Olaf name may not suggest or imply St. Olaf endorsement, approval, support of, or opposition to activities, programs, events, publications, viewpoints, positions, policies, political and/or social movements, products, services, companies, candidates for political office, and the like, without prior St. Olaf approval. St. Olaf will require a disclaimer to accompany any permitted use that has the potential to suggest or imply any of the foregoing.

### **NON-ST. OLAF ACTIVITIES**

When faculty and staff members are involved in activities or purposes not directly associated with St. Olaf (i.e., independent consulting, other business activities, private practices, etc.), faculty and staff are only permitted to use the St. Olaf name for identification purposes in factual and accurate references to the individual's St. Olaf title and affiliation, as set forth above on Academic Titles.

Additionally, faculty and staff referencing their St. Olaf title and affiliation in connection with non- St. Olaf activities or purposes must ensure that such use:

- Does not have the potential to imply or suggest St. Olaf involvement, responsibility, endorsement, approval, or promotion of a commercial product, service, or outside activity, company, or organization, etc.; and
- Clarifies that any opinions or viewpoints expressed are those of the individual and are not official positions of St. Olaf or endorsed or approved by St. Olaf.

When use of a faculty or staff member's St. Olaf title and affiliation is permitted, but ambiguity or confusion about any of the foregoing may still exist, St. Olaf will require appropriate disclaimers.

St. Olaf faculty and staff may post blogs or participate in social media outside St. Olaf. In doing so, however, any use of their St. Olaf title and affiliation must be accompanied by a disclaimer, as follows: “[Name]’s post on this site is made in a personal capacity and is independent of his/her affiliation with St. Olaf College.”

Requests for approval should be submitted to the [Office for Marketing and Communications](#).

### **BUSINESS CARDS, LETTERHEAD, EMAIL**

St. Olaf faculty and staff may use the St. Olaf Name and Marks on business cards, letterhead, and the like if the reference is factual and accurate. St. Olaf faculty and staff may not use both the St. Olaf Name and Marks *and* another institution's, organization's, individual's, or company's name, logo, slogan, website, or the name of any third-party product or service on the faculty or staff member's business cards, letterhead, and the like.

Faculty and staff may not use letterhead, business cards, or email with the St. Olaf Name and Marks for private, non-St. Olaf purposes, including private professional activities, a private practice or business, outside consulting or commercial activities, or for any use that may imply or suggest St. Olaf involvement with, responsibility for, or approval or endorsement of any non-St. Olaf communications or activities, or any commercial or third-party product, service, or entity.

### **ST. OLAF WEBSITES**

St. Olaf websites should not contain content from outside entities, such as logos, marks, diagrams/charts, graphics, PDFs, photos, or videos. Content from outside entities could be viewed as implying or suggesting endorsement or approval of an outside entity or its products or services. Limited exceptions may be permitted if, for example, content created by a government entity or professional society is appropriate and will enhance the utility of the St. Olaf website. However, prior approval from both St. Olaf and the third party is required, and the third-party content must have clear and appropriate attributions.

A St. Olaf website, whether maintained by a department, division, program, center, or other organizational unit, must post the following disclaimer if linking to outside websites: “You are being redirected to a website outside of St. Olaf College for information purposes only. St. Olaf College does not control, endorse, or approve websites outside of the college and has no

responsibility for the form, format, content, reliability, accuracy, or any other aspect of external websites.” No St. Olaf website may link to a vendor website.

If a St. Olaf website resides on a third-party server pursuant to a contract with St. Olaf, the third party vendor’s name may be referenced below the footer at the bottom of the Web page (i.e., “powered by”). No vendor logo, mark, or hyperlink should be present.

Questions and requests for approval should be directed to the [Office for Marketing and Communications](#).

## **PROMOTION OF PRODUCTS AND SERVICES**

The St. Olaf Name and Marks may not be used on consumer products, product packaging, or packaging inserts, and may not be used in any manner that may imply or suggest St. Olaf endorsement or approval of a third party or consumer product, service, or entity.

Outside companies may seek to leverage their relationship with St. Olaf or a St. Olaf faculty member to promote company products or services. Use of the St. Olaf name or a faculty member’s name, particularly including his or her St. Olaf title and affiliation, in a manner that may imply or suggest endorsement of third party products, services, or entities is strictly prohibited without prior written approval from St. Olaf College.

When a use is permitted but ambiguity or confusion about endorsement or approval may still exist, St. Olaf will require explicit and prominent disclaimers stating that St. Olaf does not endorse or approve the third party or its services or products.

The St. Olaf Name and Marks may not be used in connection with activities involving third parties if the activities have the potential to imply or suggest endorsement or approval of a third party or commercial entity, product, or service. Likewise, faculty and staff should not use their St. Olaf title and affiliation in connection with St. Olaf-based or outside activities involving third parties if these activities have the potential to imply or suggest endorsement or approval of a third party or commercial entity, product, or service.

St. Olaf will consider the particular facts of each use—for example, where and how the name is used, what other information is stated, the size of the font, and what links are on a Web page—to determine whether there is the potential for the appearance of improper endorsement. Requests for approval of uses should be made to the [Office for Marketing and Communications](#).

## **CONSULTING SERVICES PROVIDED TO THIRD PARTIES**

Different divisions or departments of St. Olaf may provide consulting services to third-party entities. Similarly, faculty members may provide consulting services to outside organizations and companies. Prior written approval is required before any third party that receives consulting services from St. Olaf or St. Olaf faculty may use the St. Olaf name or reference a St. Olaf faculty member’s St. Olaf title and affiliation. Where such use is approved, St. Olaf often

requires the third party to include a prominent statement disclaiming involvement, endorsement, or approval by St. Olaf faculty and/or St. Olaf.

If approved, the use of a St. Olaf faculty member's St. Olaf title and affiliation in connection with consulting services provided to a third party by the St. Olaf faculty member must:

- be factual and accurate;
- not include any use of St. Olaf marks, insignias, or logos;
- not have the potential to imply or suggest St. Olaf endorsement or approval of the entity or its products or services;
- be accompanied by a clear statement that the viewpoints or opinions expressed are those of the faculty member and not official positions of St. Olaf;
- be memorialized in a formal contract with the third party. The contract must specify the limited permissible uses of the St. Olaf name and indicate that prior written St. Olaf approval is required for any other uses; and
- for third parties stating that St. Olaf faculty members are its consultants or advisers, the third party may only reference the St. Olaf faculty member as one in a list of the third party's other advisers or consultants.

## **INSTITUTIONAL RELATIONSHIPS AND CONTRACTS WITH THIRD PARTIES**

In certain collaborations where the objectives of the collaboration are consistent with St. Olaf College's mission and values, St. Olaf may approve limited third-party use of the St. Olaf Name and Marks. The terms of the institutional collaboration and use of name provisions must be set forth in a formal contract between St. Olaf and the third party.

Contracts between St. Olaf and third-party individuals or entities must include provisions specifying permissible third-party uses, if any, of the St. Olaf Name and Marks, and requiring St. Olaf review and approval prior to any other third party uses of the St. Olaf Name and Marks. When limited third-party use of the St. Olaf Name and Marks is permitted, contract provisions must ensure that St. Olaf has adequate control and has provided for appropriate safeguards to ensure accuracy of the third party's use of the St. Olaf Name and Marks and to monitor ongoing use to ensure it is appropriate.

If the potential for ambiguity or confusion about inappropriate endorsement or approval of a third-party entity, service, or product exists in an otherwise approved use, St. Olaf will require explicit and prominent disclaimers to accompany the use. St. Olaf may choose not to approve the requested use if the potential for ambiguity or confusion about endorsement or approval is too great.

Outside organizations or companies may use the St. Olaf name to reference their relationship with St. Olaf (for example, on their websites) only with prior written St. Olaf approval for the specific use, and provided that:

- the use is factual and accurate;

- the use does not have the potential to imply or suggest endorsement or approval of a product, service, or third party;
- the use is not in exchange for discounted or free products or services provided by a third party;
- no St. Olaf faculty, staff, or student quotations are used;
- no characterizations of the opinions or viewpoints of St. Olaf faculty, staff, or students are used;
- where St. Olaf permits a vendor to state that St. Olaf is a client or customer, St. Olaf must be listed as one of a number of other clients or customers and the St. Olaf name may not be any more prominent than the names of other clients; and
- if necessary, an appropriate disclaimer must accompany the use.

Third parties may not use the St. Olaf Name and Marks as part of their name, title, tag line, or brand marks without prior St. Olaf approval, which must be memorialized in a formal contract between St. Olaf and the third party.

## **NEWS COVERAGE AND PRESS RELEASES**

St. Olaf College encourages appropriate proactive and reactive relationships with national, local, and international press, broadcast, and online news media and the appropriate use of the St. Olaf name by recognized and legitimate news organizations.

Requests for information, interviews, or other press activities directed to faculty and staff from accredited news organizations, including newspapers, magazines, television, radio, and online news services, should be referred to the [Office for Marketing and Communications](#), which assesses and manages:

- requests for information from and interviews with faculty and staff that come from accredited news organizations, including newspapers, magazines, television, radio, and online news services;
- all news releases and official statements regarding St. Olaf operations, business, and other information;
- requests from organizations, companies, and vendors to use the St. Olaf name in press releases and similar material;
- interactions with documentary film and entertainment producers and freelance writers; and
- letters to the editor and opinion articles representing an institutional perspective or position.

## **SECTION 4: Violations**

St. Olaf actively enforces proper use of the St. Olaf Name and Marks. St. Olaf may pursue disciplinary action, legal penalties, or other legal action, as appropriate, for violations of these Use of Name guidelines. The St. Olaf Office for Marketing and Communications works with the

Office of the General Counsel to pursue enforcement of the Use of Name guidelines and seek appropriate remedies for violations.