



Authorized use of Institutional Logos, Marks, and Name

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Spartanburg Methodist College recognizes that the use of its logos, marks, and name fosters a sense of pride and collective identity within the campus community and can provide potential sources of revenue or other non-financial benefits in support of College programs.

It's also necessary to recognize that the College is an educational institution, and its logos, marks, or name may not serve any other purpose. Thus, College logos, marks, and name cannot be used in a manner that implies a preference for or endorsement of private businesses or non-College organizations and must be used in such a way that the College's reputation and image are protected. Therefore, the College has adopted the following policies applicable to the use of College logos, marks, and name by College and non-College entities.

Ownership

The College's official institutional logos, marks and name are forms of intellectual property (collectively, "marks") and, as such, are owned by the College.

Appropriate Use of Marks

The use of College marks by departments, units, employees, and students must comply with the College's Brand Guidelines.

College marks may not be used by non-College entities, or in connection with non-College products or services, without institutional approval. For use of marks on commercial products, such as apparel, approval is granted by the Vice President for Marketing or Athletic Director, or their designees, depending on the logo being used:

- The Athletic Director or designee approves any use of Athletics logos or marks.
- The Vice President for Marketing or designee approves the use of all other Primary and Secondary College marks.

For use of marks on non-commercial but external items, such as non-College websites, publications, etc., approvals are granted by appropriate personnel in the SMC Marketing and Athletics Office as noted above.

No other department, unit, employee, or student of the College is authorized to approve or consent to the use of College marks by a non-College entity.

Once approved, the use of College marks by a non-College entity must comply with the College's Brand Guidelines.

No department, unit, employee, or student of the College shall use or develop any variations of College marks without prior written authorization of the appropriate Vice President or designee, as noted above. These persons or offices reserve the right to institute a review process.

Approval of Uses and Designs

The use of College trademarks on any goods, merchandise, or service or as part of a promotion or advertisement, must comply with usage specifications listed in the College's Brand Guidelines.

All depictions of College marks, and of all their variations or revisions, must conform to established design specifications. If the use does not conform to those specifications, the Marketing or Athletics Offices must approve the use in advance in writing.

Failure to secure written approval may result in rejection by the College of items purchased that bear unapproved marks, the forfeiture of any advertising/licensing revenue deriving from the use of unapproved marks by third parties, or such other remedies as the Vice President for Marketing or, in the case of Athletics marks, the Athletic Director, deem appropriate. The campus unit responsible for failure to secure written approval may be billed for forfeited amounts as well as any costs associated with remedying unapproved uses.

Approval of Internal Users (Departments, Units, and Registered Student Organizations)

College departments, administrative units, and registered student organizations may use the College's marks (including logos and images) on internal publications and other non-commercial items (i.e., posters, books, slides, College-affiliated websites, etc.) as long as the use conforms to Brand Guidelines.

In certain limited instances, College departments, administrative units, and registered student organizations may use the College's marks (including logos and images) on external publications that are non-commercial in nature, only after securing permission from the Vice President for Marketing, the Athletic Director, or their designees. In these instances, the use must conform to established design specifications. Use examples include:

- The use of a College mark on an external website to denote the College's participation in a collaborative event or project.
- The use of a College mark in a program for an event at which a faculty member will be conducting an educational presentation, musical, or artistic performance.
- The use of College marks in connection with student yearbooks or similar printed matter that are published by external vendors.
- The use of College marks in social media (e.g., Facebook, Instagram).
- The use of College marks in fundraising events or solicitations of any kind by a registered student organization or College-sponsored athletic team.

Please note, this does not automatically include the use of marks by external vendors to denote a purchasing or transactional relationship (e.g., company wants to use SMC marks on their website because the College purchases supplies, services, or equipment from them).

Exclusions

College marks may not be used when the use:

- Conflicts with College policies

- Adversely affects the College's reputation
- Is considered to contain obscene, indecent, or profane material
- Ridicules, exploits, or demeans persons on the basis of their age, color, creed, physical or mental disability, physical appearance, national origin, citizenship, veteran status, marital status, race, religion, sex, sexual orientation, gender, or gender identity
- Promotes tobacco products.

SMC students and employees may not individually use College marks or their affiliation with the College in any manner which suggests or implies College support or endorsement of any company, product, political candidate, or position regarding public policies, political movement, activity, or program. Students and employees may use the College's name in making a true and accurate statement of his/her relationship with, or employment by, Spartanburg Methodist College. College students and employees may not use College letterhead bearing College marks to conduct personal business.