

Guidelines for the Use of Northeastern Illinois University Name, Insignias and Images

Introduction

The name “Northeastern Illinois University” and how it is used affects both the institution as a whole and the individual members of the University community. Appropriate use of the name and insignias can benefit all, while inappropriate use may reflect negatively on both the institution and its individual members.

Because of these far-reaching implications, oversight regarding the use of the University’s name and insignias, and the names of individual schools within the University (including web domain names that incorporate “Northeastern,”) will be conducted on an institutional level according to the principles and guidelines outlined in this document.

The Office of Marketing and Web Communications will coordinate all requests for use of the Northeastern name and insignias, which are trademarks of the University. The Office of Marketing and Web Communications is responsible for making final decisions on use of the Northeastern name and insignias, including the names of individual units of the University.

Principles

Use of Northeastern’s name in connection with an activity, project or product implies a close association with the University and is generally construed as sponsorship or endorsement. Northeastern must ensure that this portrayal is accurate and that it has the requisite control of the activity, project or product to ensure that the implied close association remains an accurate representation of the affiliation with the University.

Northeastern has an obligation to its students, alumni, faculty, staff, donors and others to ensure that the use of its name falls, in general, within its primary mission of education. Some activities such as promotion of individual causes, political or otherwise, fall outside this mission. Use of Northeastern in situations having a potential to diminish or damage Northeastern's image and reputation must be avoided.

If there is a potential for financial, legal or reputational risk to the University through the use of its name, for example on a particular product, such use of name should be avoided.

General Guidelines and Procedures

1. Any use of name that refers to the University as a whole must be submitted to the Office of Marketing and Web Communications for review.
2. Any use of name that refers to individual schools or units should first be submitted to the dean or a responsible authority of that college or unit for approval and should then be submitted to the Office Marketing and Web Communications for review.
3. In considering any proposed use, University officials will be guided by the principles outlined above.
4. Use of the official Northeastern logo will follow these guidelines and additionally must adhere to the graphic standards outlined in the University's brand and messaging guidelines. In most cases such use will require review by the Office of Marketing and Web Communications before printing or manufacturing is approved. The University name may not be used to create new logos and may not be integrated or combined with existing logos. Issues regarding co-branding must follow the guidelines above and require review by the Office of Marketing and Web Communications.

Guidelines for Use of Name by Faculty, Staff, Students and Alumni

1. Faculty members and staff may use the Northeastern name or the name of the appropriate college to identify themselves on stationery, business cards, publications in research or educational journals and other materials used in the course of their University-related activities (e.g. John Smith, Professor of Mathematics, Northeastern Illinois University.) Students and alumni may wish to identify themselves as students or graduates of the University in biographical information. In using or authorizing use of the Northeastern name to identify themselves in connection with activities conducted with outside individuals or entities (e.g. authoring a book), members of the Northeastern community should be sure that the Northeastern name is used in a manner that does not imply University endorsement or responsibility for the particular activity, project or product. For example, when authoring a book, a faculty member may describe his or her affiliation with Northeastern Illinois University on the inside of the book or book jacket. The name of the University should not appear on the cover of the book. Likewise, the name of Northeastern Illinois University may not be used in the title of any journal or other publication without the express permission of the University. Such permission will not normally be given in any circumstance where the University does not retain exclusive editorial control over the publication. Use of the University name or logo is NOT permitted for business cards, stationery, signage, promotional literature, websites or other communications used in connection with an individual's private practice or business.

2. Because "Northeastern" is a trademark of Northeastern Illinois University, and to avoid any confusion between official and personal websites, faculty, staff, students, alumni and third parties are not permitted to create URL names for personal websites that include the word "Northeastern."

3. All other proposed uses of the name Northeastern by faculty and staff and any use of the name by students and alumni should be submitted to the Office of Marketing and Web Communications.

Guidelines for Use of Name by Individual Colleges and Units

1. Colleges or units may use the name of Northeastern Illinois University or the name of their college or unit in the following activities:

- Stationery, business cards and other materials used by the colleges or other units in the course of their University-related activities;
- Content in printed or multimedia form in which the University, college or unit involved regularly communicates with its constituencies, including course catalogues and related materials, web pages within the neiu.edu domain and similar publications issued by the schools and other units;
- Course materials and any materials prepared for use in connection with courses conducted at the University, whether in printed or digital form.

In any such uses, the college or unit involved should take care that its use does not adversely affect other schools or the institution as a whole. Ultimately, the Office of Marketing and Web Communications has the right to review and determine the appropriate use of the Northeastern Illinois University name.

2. Any other use of the University's name or the name of the individual college, unit or program will require approval as outlined above in Item 2 of "General Guidelines and Procedures." In particular, prior approval is required if the use of name involves the sale or distribution for financial consideration of a product or service or the granting of a license for use of the name on merchandise, including but not limited to apparel, software or electronic media.

3. Any news, marketing and/or publicity materials designated for dissemination to media channels and extended audiences of elected/appointed officials, investors, donors, and others concerning official University or College matters require up-front involvement (at the planning stages) with the Office of Marketing and Web Communications and, as appropriate, the Office of Public Relations. Public Relations, working with the mandate and approvals of the University's administrative leadership team, must review any materials and information targeted at the media. The Office of

Marketing and Web Communications should be an integral part of any continuing external publicity or marketing outreach by other parties if it involves the use of the Northeastern, insignias, or affiliation, etc.

Guidelines for Use of Name by Third Parties

In general, use of the University's name or the name of an individual college or unit requires written approval by the Office of Marketing and Web Communications as outlined above. However, certain uses by third parties are generally permitted and do not require written approval:

1. A third party may use the University name when reporting a transaction internally or reporting a transaction to regulatory authorities as required by applicable law.
 - For example, a corporation that has made a grant to the University may report the amount of such grant in internal documents summarizing its charitable activities, or on its tax returns.
2. A non-profit or government entity that has funded research or programming at the University may disclose that it has provided such funding. In addition, if such funded research is published, the source of the funding should be indicated along with the University affiliation of the researcher.
3. If a third party receives a license to use or distribute material written or developed by the University, the material should include a written acknowledgment that the copyright is owned by Northeastern Illinois University and that the material is being used or distributed under the terms of a license with the University (with all other rights being reserved).

In addition to statutory protection, the University's and campus' names and seals are protected by state and federal trademark law. The University's and campus' logos, designs, and visual images are also protected by trademark and copyright law. Unauthorized uses of

any of these names and trademarks may constitute trademark and/or copyright infringement as well as an unfair business practice.