Visual Brand Identity, Trademarks, and Licensing

Scope: Who is Covered by this Policy?

Employees, Students, and all others

Policy

Miami University owns and controls its name(s) and other marks, logos, insignias, seals, designs, depictions of campus buildings and landmarks, and symbols that make up its visual brand identity and that have become associated with the institution. To fully protect Miami University’s name and trademarks (service marks and trademarks) ensuring they remain valuable assets for years to come, Miami registers the marks and manages them through licensing. These two steps would not be sufficient, however, if the University permitted each and every proposed use of its name and/or marks. For example, some uses could harm the very reputation that the marks represent. In other cases, the nature of goods and services may pose such significant legal risks that they should not be licensed, and some uses may potentially harm the marks unless they are carefully controlled. The Manager of University Trademarks and Licensing is responsible for overseeing the use of the University’s name and all identifying marks, both on and off campus.

Only an officially licensed vendor may produce merchandise bearing the Miami University name or marks. Miami University is committed to ethical and fair labor practices. The Manager of Trademarks and Licensing, in connection with our licensing agent, the Learfield Licensing Partners (LRG), ensures that all items incorporating
Miami marks (including names of departments and any recognized club and organization affiliated with Miami) are manufactured by companies whose labor policies ensure that their employees are safe from abusive labor practices. Miami University is a member of the Worker Rights Consortium (WRC).

Campus departments and recognized student organizations that are officially recognized by or area part of the University are permitted, with the approval of the Manager of University Trademarks and Licensing to use Miami logos, symbols, and trademarks (service marks and trademarks). Additional information and procedures are available at Trademarks and Licensing. Miami’s visual brand identity in print and digital mediums and on merchandise.

Miami University will not approve the use of its trademarksvisual brand identity in conjunction with certain types of organizations, companies, products, or services. These include, but are not limited to:

- Alcohol products, Tobacco products, merchandise, or organizations
- Tobacco products
- Illegal drugs products, merchandise, or organizations
- Inherently dangerous products, merchandise, or organizations, including weapons, firearms or explosives
- Sexually suggestive products, merchandise, or organizations
- Products, merchandise, or organizations that are or depict racist, sexist, hateful, demeaning or degrading language or statements
- Products, merchandise, or organizations that use profanity
- Gambling-related products, merchandise, or organizations
- Products that contain statements impugning other universities
- Products that present an unacceptable risk of liability
- Products, merchandise, or organizations that are harmful to the mission or integrity of the institution
- Products that contain another entity’s registered trademark, unless explicit written permission has been granted.

Any and all uses of the names, numbers, and/or images of Miami University student athletes must comply with Miami University policies and NCAA regulations.
University trademarks cannot be used by private and/or corporate businesses in the sale of commercial products or advertising without the express written permission of the Manager of Trademarks and Licensing. The institution’s visual brand identity may not be used in any manner that suggests or implies endorsement of another organization, company, product, service, political party or view, or religious belief. University trademarks cannot be incorporated into off-campus business telephone numbers, Internet addresses or Internet domain names. In instances where there is uncertainty regarding the appropriate use of any Miami University trademarks, the Manager of Licensing and Trademarks, along with the Associate Vice President of University Communications and Marketing and the General Counsel, will determine the best course of action.

Any and all uses of the names, numbers, and/or images of Miami University student athletes must comply with Miami University policies and NCAA regulations.

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In instances where there is uncertainty regarding the appropriate use of any Miami University’s visual brand identity, the Manager of University Trademarks and Licensing, along with the Vice President & Chief Marketing and Communications Office and the General Counsel, will determine the best course of action.

Related Form(s)

Not applicable.
Additional Resources and Procedures

Not applicable.

- Trademarks & Licensing Website:  http://miamioh.edu/ucm/trademarks-licensing/
- Brand Standards: https://miamioh.edu/ucm/miami-brand/index.html
- Licensed Vendor List: http://www.miamioh.edu/ucm/trademarks-licensing/licensed-vendors-list/index.html

FAQ

Not applicable.

http://www.miamioh.edu/ucm/trademarks-licensing/faqs/index.html

Policy Administration

Next Review Date

7/1/2023

Responsible Officers

Director of University News Trademarks and Communications Officer
Manager of University News Trademarks and Communication Licensing
Legal Authority
Not Applicable.

Compliance Policy
Yes

Recent Revision History
Edited July 2018; Amended July 2019

Reference ID(s)
MUPIM 18.3

Reviewing Bodies
Administrative