

## **Policy on Use of University Name, Trademark and Logo on Food and Beverage Products**

### Background

The Vice President for University Advancement (or designee) at California State University, Fresno is responsible to monitor all uses of university trademarks and logos. This policy specifically addresses their use as it relates to food and beverage products and packaging (other than for limited internal consumption in connection with official university events).

The purpose of this policy is to provide information and guidelines on the specific use of Fresno State trademarks and logos in conjunction with food and beverage items. Also included, is close consideration in ensuring that proposed items do not compete with university food and beverage products or those of named sponsors and under exclusivity agreements.

Guidelines regarding the overall and general use of university trademarks and logos can be found online in the Standards for Graphics and Communications Manual:  
<http://csufresno.edu/ucomm/standardsmanual/index.shtml>.

### Who Should Use This Policy

This policy applies to administrative divisions/offices/departments, faculty, staff, students, academic departments, ad hoc groups, alumni organizations, auxiliaries, informal groups and student organizations. Suppliers and manufacturers of commercial and non-commercial products must comply with their licensing agreement with the university or its designated licensing agent.

### University Trademarks

The terms "trademark" and "logos" as used in this policy include any trademark, service mark, logo, insignia, seal, crest, design, symbol or any combination of these.

The university's trademarks include, but are not limited to: the words "California State University, Fresno", "Fresno State" and "Fresno State Red Wave"; Bronze Medallion; Centennial Logo; Sunburst Logo; Bulldog Paw; Athletics' symbols such as: Four-Paw Bulldog, Fresno State Athletics Word Mark logo and Green V; and approved logos for named schools and colleges at Fresno State.

### Guidelines for Use

The university's trademarks are intended to present a positive image of Fresno State and may not be altered in any way.

The university's trademarks or logos are not to be used in any way that discriminates or implies discrimination against any persons or groups based on age, ancestry, belief, color, creed, disability, national origin, race, religion, sex, sexual orientation or veteran status, or in any other way that would be a violation of the university's anti-discrimination policies.

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The use of university trademarks with the following types of products normally will not be approved:

- products that could cause injury or death;
- products that present an unacceptable risk of liability;
- tobacco-related products;
- sexually suggestive products;
- products that are contrary to the mission or image of the university.

Certain artwork or designs will not be approved for use in conjunction with the university's trademarks and logos. These include the following:

- art depicting the use or endorsement of illegal drugs;
- art depicting the use or endorsement of tobacco products;
- art depicting the use or endorsement of firearms or other weapons;
- 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 or a design incorporating trademarks or copyrights not owned by the university, unless written permission for such use satisfactory in form and substance to the university is obtained from the mark holder or copyright owner.

### Approval

Permission to use any university trademark or logo in conjunction with food or beverage items, and its packaging, must be granted by the Vice President for University Advancement or his/her designee prior to production of each item utilizing the trademark.

Approval to use a trademark or logo for one application/one item does not constitute approval to use the mark in connection with any other item or to change the design in any way, without seeking additional approval.

The university reserves the right to disapprove any use of its trademarks, even if not explicitly prohibited by this policy or these guidelines. Approval will not be granted if a product competes with farm products or violates exclusivity contracts. The Vice President for Advancement will consult with a review committee consisting of the Farm Laboratory Manager, the Dean of the Jordan College, the Executive Director of the Ag Foundation, and a representative of Intercollegiate Athletics before a decision is made. It is the intent of this policy that university or off-campus entities not compete with the Farm Market. Names, logos or marks associated with Fresno State shall not be licensed for use on products which compete with products produced and/or processed by Fresno State.

It is further the intent of this policy that the integrity and reputation of the university and its farm operations be reflected in products carrying the Fresno State name. Therefore, the use of the Fresno State name on any food and/or beverage product (exclusive of Farm Market products) must be approved by the Vice President for Advancement, in consultation with the review committee.

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Commercial Use

Use of a university trademark in connection with any commercial or for-profit purpose requires a license agreement and payment of royalties. If you want to use any of the trademarks or logos in this way, approval must be granted prior to contacting the university's designated licensing agent.

Compliance

Persons or third party entities representing the University and its auxiliaries must comply with this policy. Entities that use the university's trademarks without permission are subject to civil and criminal penalties pursuant to trademark law. The university intends to protect its trademarks, logos and associated goodwill to the full extent of the law.

Contact

You may contact the Office of the Vice President for University Advancement with any questions you have regarding this policy at 559.278.6050.

Please contact the Office of University Communications at 559.278.2795 with any questions regarding the general use of university trademarks or logos.

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September 26, 2012

Approved by President October 3, 2012