



University Policy

Volume G2: General Administrative	G2.1.1 ACCEPTABLE USE OF UNIVERSITY BRAND AND TRADEMARKED PROPERTY Effective Date: 06/01/2019 Date of Next Full Review: 06/01/2024	Responsible Office: Marketing and Communications
		Responsible Officer: Chief Communications Officer

POLICY STATEMENT

Northeastern Illinois University maintains its individual image through a variety of trademarked brand elements and wordmarks. All University programs, locations, and units are expected to be consistent in their application of these elements to strengthen their value and the University's ability to protect them from unauthorized use.

PURPOSE OF THE POLICY

The purpose of this policy is to ensure a consistent use of the University's brand elements that bring together the efforts of all who constitute the University, to unify and strengthen the University's reputation, and to distinguish Northeastern Illinois University from other institutions of higher learning.

WHO IS AFFECTED BY THIS POLICY

The University community and University-sanctioned student groups.

DEFINITIONS

An **Icon** is a stylized graphic symbol that represents a company, organization or product in its simplest form. The "N" graphic is Northeastern's icon.

A **Logo** is a graphic element – typically comprised of a wordmark and icon – used by companies, organizations, and institutions to strengthen public recognition and perception.

Registered Student Organization (RSO) is a student-run club or group that has applied for and been granted official status by Student Leadership Development, and is funded by student fees.



REGULATIONS

Each of the University's units has unique attributes that enrich the University brand. When developing their individual marketing plans, units are strongly encouraged to work with the Division of Marketing and Communications to ensure the successful use of the University's branding elements and trademarked icons. Locations, colleges, departments, programs, offices, units, and individuals must adhere to acceptable use rules for University trademarks in accordance with this policy, and in concert with the identity specifications within this policy.

1. TRADEMARKS AND ICONOGRAPHY

- 1.1. The University's Marketing and Communications unit is the sole, authorized source for the creation of taglines, icons, or graphical elements for the University used either alone or in logos.
- 1.2. University trademarks may not be altered or merged with any other mark or design element.
- 1.3. Locations and Colleges must use the approved University logo, or the appropriate logo for their location/college. Locations and Colleges may also use the Flying N icon as a stand-alone element in connection with official University business.
- 1.4. A University unit may use its name with the University's approved Wordmark only.
- 1.5. Units outside of the Division of Marketing and Communications may not create new trademarks bearing the words "Northeastern," "NEIU," "Northeastern Illinois University", or other word combinations associated with the University without approval from the University's Creative Director or Chief Marketing and Communications Officer.
- 1.6. The University logo is required on official internal and external communications, excluding individual email messages.
- 1.7. Registered Student Organizations (RSO) may use the University logo or Flying N icon, if such use complies with established/approved University branding mandates. Registered Student Organizations may not use any other University trademarks.

Acceptable Use of University Brand and Trademarked Property
Policy Code: G2.1.1
Effective Date: 06/

Responsible Officer: Chief Communications
Officer

