

Mesa State College Image Property Usage Policy

I. Introduction

As Mesa State College continues to grow and portray a positive image, more and more requests are being made from groups for use of the College name and/or logo. To protect the College image and name value, it is necessary to prepare an official policy regarding the use of the College's image properties. This policy does not alter or preempt the Mesa State College [Graphics Standards Manual](#), which must also be adhered to when the College name, logo, or seal are utilized.

The policy applies to any usage in all media including, but not limited to, print, radio, television, video, Internet, and e-mail.

Usage of any College image property is administered by the Mesa State College Marketing Department, under the authority of the Office of the President. Any questions regarding usage, or this policy, should be referred to the Office of Institutional Advancement.

II. Definitions and Samples

Image Property: The College's image property is its name, logos, seals, slogans, and any other images, words, terms, abbreviations, or likenesses used to identify the College, its campuses, its mission, its employees, or its students.

College Name: "Mesa State College", "MSC", and any other name or abbreviation that has common usage in reference to the College, campus, satellite, or auxiliary functions.

Logos: (including, but not limited to)



III. Policy on usage

A. Use by Campus Organizations and Groups

1. *Noncommercial* use of Mesa State College's image property is allowed, but limited, for all authorized branches and affiliates of the College.
 - a. Includes: Schools and Departments of Mesa State College, approved student organizations which operate with the approval of the Director of Housing and the College Center, and Mesa State College auxiliary enterprises such as the Tomlinson Library, Campbell College Center, and Outdoor Program.
 - b. Includes:
 - i. Stationery, business cards, and other materials used by the schools or departments in the ordinary course of conducting business.
 - ii. Official publications of Mesa State College (i.e. catalogues, view books, course schedules, web publications, etc.).
 - iii. Journals published by Mesa State College or its schools, where the College or school retains sole editorial control.
 - iv. Materials utilized specifically for courses offered at, for, or by Mesa State College.
 - c. Campus organizations and groups may not use Mesa State College image property, or their affiliation with the College, in a manner which suggests, implies, or indicates, College endorsement, support, association with, or opposition to any activity, program, event policy, political and/or social movement, product, service, candidate for political office, or the like. In instances where the name "Mesa State College" is to be used to show the location of an event which is political in nature, or sponsored by a political, social, religious, activist, or lobbying organization, approval from the Mesa State College Marketing Department is required, and a disclaimer may be required.

- d. Faculty and staff members of Mesa State College may use the Mesa State College name to identify themselves publicly (i.e. John Doe, Professor of Natural Sciences, Mesa State College). In using the Mesa State College name to identify themselves in connection with activities conducted with outside individuals, businesses, groups, or organizations, faculty and staff members should assure that the Mesa State College name is used in a manner that does not imply College endorsement or responsibility for an activity, product, publication, or political/social position.

B. Use by Off Campus Organizations and Businesses

1. Noncommercial usage of image properties

- a. *Noncommercial* usage of the Mesa State College **name** is allowed for off-campus organizations, which may be referencing the **location** (but not sponsorship) of events that are held on the Mesa State College campus. This authorization only allows for use of the Mesa State College name, not any further use of the Mesa State College image property to show, or give the appearance of, sponsorship or affiliation.
- b. *Noncommercial* usage of the Mesa State College **logo, slogans, or other image properties** by off-campus or unaffiliated groups is only allowed with the approval of the Mesa State College Marketing Department.

2. Commercial usage of image properties

- a. *Commercial* usage of the Mesa State College image properties is strictly prohibited without written permission from the Marketing Department. The goal of this section of the policy is to prohibit inappropriate use of the College's image to market products or events that are not sanctioned by Mesa State College or any of its affiliated organizations.

- b. Usage is prohibited in both direct advertising and implied advertising. Businesses, individuals, and groups are prohibited from using phraseology such as "The official (product name) of Mesa State College," etc.
- c. The Mesa State College Marketing Department has the right to negotiate contracts, set fees, require donations, apply restrictions, and/or develop exemptions for the utilization of Mesa State College image property by an individual, group, organization, or entity. The right to negotiate extends to allow the Marketing Department to offer exclusivity to particular products, vendors, and services.
- d. Excluded from this policy is the Mesa State College Bookstore, which has expressed consent to acquire products utilizing the College image properties. Additionally, the Mesa State College Foundation and Mesa State College Alumni Association are allowed to utilize image properties when acting in their official capacities. Despite the ability of these organizations to utilize College image properties, these groups **DO NOT** have the authority to grant usage to other organizations seeking usage rights. The right to grant usage of Mesa State College image properties remains fully in the control of the Marketing Department.

C. Violations

1. As Mesa State College is fully controlled as an agency of the State of Colorado, violations of this policy fall under the Colorado Revised Statutes for misuses of State of Colorado property.
2. Violations of this policy can result in civil penalties.
3. Violations of this policy by faculty or staff of Mesa State College will be dealt with in accordance with the appropriate employee handbook.
4. Violations of this policy by an off campus group, organization, or business can result in that person, group, organization, or product being banned from the Mesa State College campus.