



**POLICY ON USE OF NOTRE  
DAME NAME AND BRAND**

Responsible Executive: Vice  
President for Public Affairs and  
Communications  
Responsible Office: Office of  
Public Affairs and  
Communications  
Approved by: University Policy  
Committee  
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## 1. INTRODUCTION

The University's distinctive name and highly recognized symbols have created value in our name and bring respect, trust, confidence, and economic rewards that benefit the University community. The name "The University of Notre Dame" (or simply "Notre Dame") and how it is used affects both the University as a whole and the individual members of the University community. Appropriate use of the name can benefit all, while inappropriate use may reflect negatively on both the institution and its individual members.

Because of these far-reaching implications, use of the University's name, including to describe an individual's affiliation with the University, must follow the principles and guidelines outlined in this policy.

## 2. POLICY STATEMENT

This policy seeks to regulate use of the University's name or brand in any manner that could reasonably be interpreted as a sponsorship or endorsement by the University which is inconsistent with the research and educational mission of the University.

All faculty, staff, students, and representatives of alumni organizations are responsible for ensuring proper use of the University's name in the conduct of their individual activities. Faculty, staff, and others associated with the University must not allow their official University titles or the name of the University to be used in ways that state or imply University endorsement in connection with project, activity, or product promotions. It should also be understood clearly, and must be stated clearly, that opinions expressed by faculty or staff in preparing a report or paper under a consulting agreement or personal service contract are the opinions of the individual and not official positions of the University. When engaged in political or other public statements or correspondence, any member of the faculty or staff who so identifies himself/herself, should clearly state that he/she is speaking individually and not on behalf of the University.

### 2.1 General Guidelines and Procedures

Any use of the University's name in a publicly distributed record where the name or brand is being used to advertise, support or endorse a person, product, service, activity, or cause must be submitted to, and approved in advance by the Office of Public Affairs and Communications. The following factors will be considered in reviewing any proposed use:

- a. Whether the association between the University and the activity, project or publication is accurately represented and whether appropriate mechanisms are in place or can be put in place to ensure that the representation continues to be accurate;
- b. Whether the manner in which the University's name is used is consistent with its missions and will reflect positively on the image of the University, or its Catholic character;
- c. Whether any person or entity will benefit, financially or otherwise, from the use of its name; and
- d. Whether the University will incur any potential liability or reputational harm from the proposed use of its name.

## **2.2 Guidelines for Use of the University's Name by Faculty, Staff, Students and Alumni**

Faculty members and staff may use the University's name as a factual reference to identify themselves in a manner that does not imply University endorsement. For example, faculty member and staff may use the University's name 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, the University of Notre Dame.) However, the use of University letterhead, address, or other identification to suggest or imply University support for a personal viewpoint must be avoided.

Students and alumni who identify themselves as students or graduates of the University in biographical information should assure that the University's name is not used in a manner that implies University endorsement or responsibility for any particular activity, project or product.

All other proposed uses of the University's name by faculty and staff and any use of the name by students and alumni should be submitted to Office of Public Affairs and Communications for approval.

## **2.3 Guidelines for Use of the Name by Individual Divisions and Departments**

Divisions and departments may use the University name, or the name of their division/department, in the following activities:

- a. Stationery, business cards and other materials used by the division/department in the course of their university-related activities;
- b. Any content in printed, electronic or multimedia form in which the division/department involved regularly communicates with their constituencies, including course catalogues and related materials, internet "home pages" and similar publications and communications issued by the division/department; and
- c. 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 division/department involved should take care that its use does not adversely affect other divisions/departments or the institution as a whole.

Any other use of the University's name or the name of the individual division/department will require approval as outlined in Section 2.1 above.

### 3. SCOPE

This policy applies to all faculty, staff, and students of the University community.

### 4. DEFINITIONS

Name “The University of Notre Dame” and “Notre Dame”

### 5. RESPONSIBILITIES

| <b>Responsible Party</b>                    | <b>List of Responsibilities</b>   |
|---|---|
| Office of Public Affairs and Communications | 1. Review requests for use of the University’s name.                                |
| The University Licensing Department         | 1. Assist in the prevention of the unauthorized use of the University’s trademarks. |

### 6. RELATED DOCUMENTS

| <b>Policy or Document</b>   | <b>Web Address</b>  |
|---|---|
| Notre Dame Brand Standards  | <a href="http://onmessage.nd.edu/notre-dame-brand-standards/">http://onmessage.nd.edu/notre-dame-brand-standards/</a> |
| Logos and Trademarks  | <a href="http://licensing.nd.edu/logos-and-trademarks/">http://licensing.nd.edu/logos-and-trademarks/</a>             |
| Academic Articles, Article III, Section 2<br>Academic Freedom and Associated Responsibilities | <a href="http://facultyhandbook.nd.edu/">http://facultyhandbook.nd.edu/</a>   |

### 7. CONTACTS

| <b>Subject</b>              | <b>Office or Position</b>                   | <b>Telephone Number</b>   | <b>Office Email or URL</b>  |
|-----------------------------|---|---|---|
| Policy Clarification        | Office of Public Affairs and Communications | (574) 631-3249  | <a href="http://publicaffairs.nd.edu/">http://publicaffairs.nd.edu/</a> |
| Web Address for this Policy |   | <a href="http://policy.nd.edu/policy_files/UseofName.pdf">http://policy.nd.edu/policy_files/UseofName.pdf</a> |   |