



University of Pittsburgh
Use of University Name, Logos, Trademarks, and Service Marks Policy Committee

I. Preamble

This body is called the Use of University Name, Logos, Trademarks, and Service Marks Policy Committee (“Committee”). It is authorized by the Chancellor and will serve at the Chancellor’s discretion. The Chancellor has authorized the Senior Vice Chancellor (“SVC”) for University Relations and Chancellor’s Chief of Staff to direct the operations of the Committee, consistent with the terms of this Charter. This Charter outlines the purpose, relevant background, scope, responsibilities, composition, and operations of the Committee, as well as the review process for any proposals generated by this Committee.

This document should be read in conjunction with University Policy AO 01, Establishing University Policies, and all other applicable University policies, protocols, and procedures.

II. Purpose

The Committee is created for the purpose of revising University Policy AO 23, Use of University Name, Logos, Trademarks, and Service Marks, and its supporting documents (e.g., procedures and standards). Policy AO 23 governs the University’s right to control the use of the University name, logos, trademarks, and service marks.

III. Background

Policy AO 23 establishes the University of Pittsburgh's right to control the use of the University name, logos, trademarks, and service marks, including oversight of the goods or services with which they are associated. It applies to identity marks (whether registered or not), adopted or used by the University as word marks, such as "UNIVERSITY OF PITTSBURGH," "PITT," and "PITT PANTHERS," and others containing graphic components in addition to the words, such as the University seal.

Policy AO 23 has not been reviewed since April 2008 and is now out of date. Since the Policy’s last review, the University has updated many of its administrative processes related to the use of the University name, logos, trademarks, and service marks. Also, the potential uses of the University’s name, logos, trademarks, and service marks have changed. Due to the rapid growth of digital tools and social media, University marketing to digital platforms (e.g., Twitter, Facebook, YouTube) requires rapid digital translation. For example, in 2019, the University

launched its first master brand which included the introduction of a new shield and signature primary mark and color palette. A primary reason for this marketing redesign was for improved adoption in digital marketing. With the growth and popularity of social media, University members are encouraged to use digital platforms to promote their affinity for, and at times affiliation with, the University in a digitally responsible way. This changing landscape requires updated rules to govern the use of the University's name, logos, trademarks, and service marks in these platforms.

IV. Scope and Authority

The Committee will recommend a revised University Policy AO 23, and any necessary documents to support its implementation (e.g., procedures, guidelines). In doing so, the Committee must address the following topics in drafting the revised Policy:

- **Transparency.** Review the current Policy and determine how to more clearly establish standards related to the use of the University name, logos, trademarks, and service marks.
- **Responsibilities.** Provide instruction to University employees, on all campuses, and specifically those whose job responsibilities relate to marketing and communications, with guidelines and standards on the use of University marks and colors in materials.
- **Authority.** Clarify the authority of the Office of University Communications and Marketing to establish and support University brand standards (e.g., guidelines), the office's authority to grant permission to use University marks for commercial purposes, and the office's authority to speak on behalf of the University.
- **Compliance and Accountability.** Ensure that the revised Policy complies with all relevant laws and regulations, including protecting University members' rights (e.g., freedom of speech and press) to be associated with the University, as well as protecting the University's reputation and legal rights.
- **Adaptability.** Consider what language would be necessary to ensure the Policy remains flexible and can accommodate changes in how media is used by the University and consumed by its intended audience.
- **Best Practices.** Address requirements needed to be consistent with peer school policies and ensure that any differences are justifiable.

V. Responsibilities

As provided above, the Committee is created to propose a revised University Policy on the use of the University name, logos, trademarks, and service marks. To perform this function, the Committee has the responsibility to:

- Review existing Policy AO 23 to identify practices that should be retained and areas for revision.
- Research and discuss best practices for similar policies implemented by peer universities.
- Consistent with the terms of this Charter and as authorized by the Committee, discuss proposals with interested stakeholders in the University community, including representatives from the University's Communications Council, as well as representatives from schools or programs that frequently sponsor events or market their activity.
- Consider and address institutional needs necessary to manage the use of the University name, logos, trademarks, and service marks.
- Recommend a draft Policy for review pursuant to the process described in Section VIII below and consider feedback received during that review.
- Develop any supporting documents needed for the effective and efficient implementation of the proposed Policy.

It is expected that the Committee will work in confidence to have a full and frank discussion of all options. Individual members should maintain the deliberations of the committee confidential and are expected to not discuss the content of the Committee's deliberations outside of the Committee, unless authorized to do so by the Committee. The broader community will have an opportunity to consider the Committee's proposals pursuant to the process described in Section VIII below.

VI. Composition

This Committee, at the direction of the SVC for University Relations and Chancellor's Chief of Staff, will be chaired by **Kate Ledger**, Acting Vice Chancellor for University Communications and Marketing. The Committee will include the following members:

1. **Lori Burens**, Director of Licensing and Merchandising for Pitt Athletics
2. **Pat Cercone**, Executive Director of Communications and Marketing, University of Pittsburgh-Bradford and Titusville
3. **Elena Cerri**, Art Director, Office of Strategic Communications, Health Sciences Art Director, Pitt Med Magazine
4. **Jennifer Chaparro**, Brand Manager, Office of University Communications and Marketing
5. **Jonathan Goldstein**, Vice Chancellor for Communications and Donor Relations Philanthropic and Alumni Engagement
6. **Julie LaBar**, Director of Communications, Office of Business & Operations

7. **Julie Lalo**, Director of Communications, Office of the Senior Vice Chancellor for Research
8. **Louise Sciannameo**, Assistant Provost for Strategic Communications
9. **Karen Shephard**, Information Services Librarian, School of Law; Co-Chair for University Senate Library Committee
10. **Caleb Shook**, SGB student representative
11. **Molly Swagler**, Assistant Vice Provost for Enrollment and Executive Director of Enrollment Outreach
12. **Evelyn Zamora-Vargas**, GPSG student representative

Jennifer Seng, Legal Counsel, will support the Committee on behalf of the Office of University Counsel.

Tyler Tenney, Policy Specialist, will help facilitate and support the Committee on behalf of the Policy Office.

VII. Operations

The Committee will meet monthly, or more frequently as circumstances dictate, until the work set forth above is complete.

The Committee's proposed Policy on the Use of University name, logos, trademarks, and service marks will be submitted to the SVC for University Relations and Chancellor's Chief of Staff no later than Fall 2022. The SVC may ask for interim status reports.

After the SVC's review is complete, the proposed Policy will be submitted to the Office of Policy Development and Management ("Policy Office") to coordinate its review consistent with Policy AO 01.

VIII. Proposed Policy Review Process

The review process for the Committee's recommended Policy is as follows:

- University comment period;
- Council of Deans;
- University Senate Library Committee;
- Faculty Assembly;
- University Senate Council; and
- Administration Leadership.

The Committee will coordinate with the Policy Office to consider feedback provided throughout this process.

Once this review process is complete, the proposed Policy will be sent to the Policy Office for review and submission to the Chancellor in accordance with Policy AO 01.

IX. Amendment

Any amendments to this Charter must be made in accordance with Policy AO 01 and receive the approval of the Chancellor or designee.

This Committee shall expire on the publication of a new University Policy that governs the Use of University name, logos, trademarks, and service marks, unless otherwise directed by the Chancellor.