**3356-6-04 Student organization university logo use.**

Responsible Division/Office: Intercollegiate Athletics; Student Experience

Responsible Officer: Executive Director of Intercollegiate Athletics

Revision History: New

Board Committee: Intercollegiate Athletics

**Effective Date:** **June 22, 2023**

Next Review: 2028

(A) Policy statement. Youngstown state university (university) recognizes that student organizations foster a sense of belonging by creating inclusive campus programming and providing leadership development opportunities to enhance student success.

(B) Purpose. In accordance with section 3345.141 of the Revised Code, this policy establishes the procedure for which student organizations may request approval to use the university logos for use in activities, materials, publications, websites, or any other printed materials prepared and distributed by the student organization.

(C) Scope. This policy applies to all registered student organizations at Youngstown state university.

(D) Definitions for purposes of this policy.

(1) “Student organization” – a student group or organization officially registered and recognized by the university.

(2) “University logo(s)” – logos that include, but are not limited to, official university letterhead stationery, university seal, and any trademarks registered by the university.

(3) “Organizational logo(s)” – logos created and used by student organizations that incorporate in part or in whole a university logo.

(E) Parameters.

(1) Student organizations are required to obtain prior approval in order to use any university logos for activities, materials, publications, websites, or any other printed materials.

(2) Student organizations shall not use the university logos for any activities, materials, publications, websites, or any other printed materials without the prior approval by the university, as set forth in this policy.

(F) Procedure for requesting the use of university logos.

(1) Student organizations requesting the use of university logos are required to submit a request through the “Student Org Logo Use Form” located on the university website.

(a) Students are encouraged, but not required, to utilize graphic services located in Kilcawley center to design their organizational logos.

(b) Any organizational logos created through graphic services still require prior approval as set forth herein.

(2) Requests for the use of a university logo will be reviewed by the marketing and promotions office inside of athletics for approval/ disapproval via web form on the university website.

(3) The standards for approval/ disapproval prohibit the use of the university's logos to indicate the university's approval or disapproval of any political or social issue supported by the organization. The standards shall require a student organization to affirm that it will not violate that prohibition.

(4) Any student organization that has approval to use the university's logos must include a disclaimer on any website or printed or digital material if the website or material uses the university's logo and is not otherwise sponsored by the university. The disclaimer shall state both of the following:

(a) The student organization is registered with the university; and

(b) Registration shall not be construed as the university's approval, endorsement, or sponsorship of the student organization's publications, activities, purposes, actions, or positions.

(G) Disapproval of the use of university logos.

(1) A request for the use of university logos may be denied if the design does not meet the university standards as set forth in the “[Visual Standards, Brand, Social Media and Communications Guidelines](https://youngstownstate.frontify.com/d/F6XsymKzrJ2l/brand-guide).”

(2) A student organization may also have their use of university logos disapproved for improper use if the student organization does any of the following:

(a) Uses a university logo without approval;

(b) Fails to include the disclaimer if it is required under paragraph (C)(5) of this policy; and/or

(c) Uses the university logo to indicate the university's approval, endorsement, or sponsorship of any of the student organization's publications, activities, purposes, actions, or positions that are not sanctioned by the university.

(3) Any disapproval of the use of university logos may be grieved through the appeal process detailed on the university website.

(H) The university shall, each month, report on the university's website a copy of each approved or disapproved request form and each grievance report produced in that month. Each form and report shall be maintained in the depository for at least five years. The forms and reports are public records subject to section 149.43 of the Revised Code.

(I) The university will provide information regarding this policy in any annual training the university provides to student organization leaders.