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**January 2019 (new logo)**

**July 2019 (Athletics branding)**

## DEFINITIONS

The words Insignia, Seal, or Logo refer to any digital image that makes reference to the University as outlined in the Policy details.

The word Unit refers to all entities under the Bethel University umbrella including, but not limited to, the various Colleges and departments, as well as the individuals who belong to those entities.

## POLICY

The intent of this policy is to govern the use of all approved University seals (see Definitions) for purposes of identifying Bethel University through various methods including, but not limited to, marketing materials, events, camps, and/or other activities. Consistency in the use of University seals, or other approved identifying logos, only strengthens the value and assists in the efforts to protect the University from unauthorized use. The University Marketing Department, or other assigned representatives, shall be consulted when the intended use of a Bethel University logo or seal may violate this policy.

## PROCEDURE

### I. General

Bethel University is comprised of several Colleges, and within each, several Departments and individuals henceforth known as Units. This policy shall be adhered to when any action is taken to promote any event, program, or otherwise that is in direct or indirect affiliation with the University. In general:

- No university logo, seal, or insignia shall be altered, revised, or combined with any other element, even if such element is another approved image, logo, seal, or insignia unless approved by the University Marketing Department. The Department may, when questions arise, seek guidance from the Office of the President.

- Any Unit or other approved entity may use its name with the University's logo/seal only as outlined within this policy. Questionable situations shall always seek approval from the University Marketing Department.
- All communication (written or digital), marketing material, or other correspondence with an individual or organization outside of Bethel University must contain the approved logo/seal on such material. This includes, but is not limited to, social media pages and all other digital forms of online communication.
- The use of official Bethel University letterhead and business cards is required in all matters of official Bethel University business.
- Any use of unapproved taglines, icons, graphics, or otherwise is strictly prohibited.
- At no such time shall any College, department, or individual adopt any other logo, image, or seal for use in official Bethel University business without the approval of the University Marketing Department. The Department may, when questions arise, seek guidance from the Office of the President.
- The following statement is the only statement which can be used in relation to Bethel University's SACS-COC accreditation. Furthermore, the logo or seal of the Southern Association may not be used in any publication or document:
- "Bethel University is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate, baccalaureate, and master's degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call (404) 679-4500 for questions about the accreditation of Bethel University."

## **II. Use of Bethel University Logos and Seals**

Units specifically identified for the purposes of promoting Bethel University are as outlined below, followed by detailed language pertaining to the use of approved Bethel University logos, seals, taglines or otherwise:

### Faculty and Staff

- Includes, but not limited to, athletics, Renaissance, academic organizations, Office of Development, and all other entities within Bethel University that do not fall under that which is defined as a student operated organization.

- No member of the faculty or staff may use any University seal, logo, or image on any support, endorsement, or promotion intended to be received by an individual or organization outside of Bethel University that does not fall within the scope of the Mission of the University and has not been previously approved by the University Marketing Department.
- Coaches employed by the University who operate private summer camps, or other events on Bethel University property, are permitted to use Bethel University insignia so long as the event(s) are approved by the Athletic Director, or other governing authority within the University, and so long as the material used remains in compliance with this policy and other University policies which govern private camps held in affiliation with the University.

#### Students and Student Organizations

- Includes, but is not limited to, actively enrolled students, student organizations, and organizations governed by or operated by alumni of the University.
- Registered students on all campuses and in all programs may use the approved Bethel University insignia in accordance with this policy for all activities or events as approved by the Director of Student Life, Dean of Student Services, or other individual(s) as delegated by the Office of the President.

#### External Persons or Entities

- Defined simply as an individual or organization not in direct affiliation with the day-to-day operations of Bethel University or is not under any contractual agreement with the University.
- University seals, logos, or images may be used by persons or organizations as approved by the University Marketing Department, which may seek guidance from Office of the President as necessary. Such approval shall be in writing and a copy of this policy shall be provided during the agreement process so such individual or organization is in agreement as to how the Bethel University insignia may or may not be used.

### **III. Prohibited Uses of Bethel University Insignia**

Neither the name of Bethel University, nor any of the Units which operate under its umbrella, may be used in any manner which may be misleading, endorse (implied or otherwise) a commercial product or service, give a false impression,

or cause any confusion in reference to the relationship of Bethel University and any such service, product, individual, or organization without prior approval from the University Marketing Department.

Neither the name of Bethel University, nor any of the Units which operate under its umbrella, may be used in any such manner that could adversely affect the University's image, or otherwise be deemed as inappropriate/offensive.

#### **IV. Exceptions and Approval Process**

Requests for an exception to any of the details as outlined above shall be directed to the Bethel University Marketing Department for consideration. Approval or denial will be provided in writing by said office.

Requests and or suggestions to modify the logo should be made to the University Marketing Department in writing.

For additional guidance, refer to the Bethel University Visual Identity Guide (attached) for instructions and examples regarding the use the Bethel University logo. By reference, the Visual Identity Guide is incorporated into this policy verbatim.

#### **RESPONSIBLE PARTIES/ENFORCEMENT**

University Marketing Department, President's Cabinet, and others delegated by the aforementioned Department or Cabinet.

#### **DISTRIBUTION**

This policy will be available on the University's website and will be distributed to all cabinet officers for further distribution.

#### **ATTACHMENTS**

Bethel Brand Identity Guide Combined