

SRM UNIVERSITY - AP, ANDHRA PRADESH

Use of Logo and Name Policy

1. Short Title and Commencement

This policy may be called as 'SRM University – AP, Andhra Pradesh Use of Name and Logo Policy'.

2. Background

The University aims to create a brand that can resonate with its objectives to achieve academic excellence and accordingly the University shall strive to ensure that the any messaging, implicit or explicit, is in alignment with the brand vision of the University.

- a. The University and its members have a responsibility to ensure that any implied association with the University is accurate.
- b. The University and its members have a responsibility to ensure that the activities with which it is accurately associated maintain standards consistent with its educational purposes.
- c. The University and its members have a responsibility to protect its assets by seeking a fair share of the economic value that the use of the SRM name produces.

3. Definitions

"External Collaborators" means non SRM entities, such as vendors, industrial affiliates, research funders, and donors, among others.

"Marks" includes (i) SRM University – AP, Andhra Pradesh's name, (ii) the Tree Logo, (iii) all SRM University – AP, Andhra Pradesh School, Department, Institute, Center and other Organization Names and Logos.

"Academic Partner" is third party that has a collaborative relationship with SRM University – AP in which they share responsibilities for the successful completion of a research or other academic activity.

"Partner" refers to Donors, Research Funders, Program Sponsors, Vendors, and Consultants.

"Promotional Materials" include promotional press releases, websites, videos, case studies, reports, brochures, presentation slides, merchandise, packaging, social media postings and other marketing/promotional materials that include SRM University – AP, Andhra Pradesh's Marks.

“Research Funders” include government agencies, corporations, foundations and individual donors.

“Research Partners” include research organizations collaborating with SRM on a research project.

“SRM University – AP Activities” include all activities conducted by SRM University – AP faculty and staff in the course of their roles in executing SRM University – AP’s mission. In particular, SRM University – AP Activities include activities in which

- (i) SRM University – AP controls the entire curriculum/agenda for the program (or the curriculum/agenda is subject to SRM’s approval if it is developed by a third party) and, in the case of an academic program, over 50% of the program is taught by SRM University – AP faculty,
- (ii) An SRM University – AP school, Department, Institute or other unit pays for the activity and receives the revenues generated by the activity (if any),
- (iii) An SRM University – AP School, Department, Institute or other unit is an official sponsor of the activity,
- (iv) The activity is part of the SRM University – AP unit’s official activities (as approved by the dean or other unit head), or
- (v) An SRM University – AP faculty member, staff member or student officially represents the University in connection with the activity. A faculty member’s research activities are considered to be SRM University – AP activities. A faculty member’s Outside Professional Activities are not considered to be SRM University – AP activities.

4. Use of University Name and Logo

- a. The University’s name must not be used in ways that suggest or imply the endorsement of other organizations, their products, or their services. The use of the University’s name, logo, seal, and photographs in the advertising and other promotional material and activities of outside organizations is prohibited when such use is likely to be understood as an endorsement, even if such an endorsement is not the intention of the person or organization seeking to use SRM University – AP’s name.
- b. In the case University’s name, logo, seal, and photographs are required to be used, prior permission must be sought from the office of the Director, Communications who shall ensure that the usage of the University marks do are in alignment with the brand manual and the policies of the University.
- c. The office of the Director, Communications shall be the approving authority for all advertisements, press releases, marketing collaterals, and other promotional materials that shall bear the University’s marks or photographs, that may be developed internally for branding or marketing purposes of SRM activities

- d. Usage of University marks and photographs by external collaborators, partners, research funders, research partners, or academic partners shall be only after authorization by the office of the Director, Communications.

5. Expectations from University Members

- a. All faculty and staff members should assume responsibility for preventing misuse of the University's name. Misuse may arise from consulting activities, in public reports made by individuals, or through failure to record and clarify SRM University - AP's restrictions governing the use of results obtained during research or investigations on behalf of commercial firms.
- b. For this reason, all agreements involving the use of University facilities, including use for press conferences or public announcements, should be coordinated with the office of the Director, Communications.
- c. It is equally important that faculty and staff members not allow their own names to be used in ways that state or imply University endorsement in connection with project or product promotions. It should also be understood clearly that opinions expressed by a faculty or staff member in preparing a report or paper under a consulting agreement or personal service contract are the opinions of the individual and not an official position of the University. Use of the University letterhead or address or other identification that might associate the conclusion of the report with the University should be avoided.
- d. Where publicity or advertising arising from personal, non-University research or consultation is concerned, faculty and staff members are advised to consult the office of the Director, Communications.