

Policy to Use Fort Valley State University's Name or Logo



Figure A



Figure B



Figure C

The university's official seal (Figure A) should be used (blue or black/white), without alteration, somewhere on every FVSU formal, academic and ceremonial programs and publications—printed or digital. The seal should be reproduced to a size so that the text is clearly legible.

The university's clock tower and roaring Wildcat logos (Figures B and C) should be reserved for use in informal publications and other programs produced by athletics, student affairs, the university bookstore and other departments.

Attached are additional university trademarks that require prior authorization to utilize.

The Fort Valley State University seal and logos cannot be altered or modified. They may be reduced and enlarged proportionately.

The clock tower and Wildcat seals of Fort Valley State University are also formally used on official university correspondence, publications and websites.

Should a publication or website not produced by Fort Valley State University or the FVSU Office of Marketing and Communications, the materials or website must be approved by the director of marketing and communications before publishing. The presence of the seal authenticates the publication and site as an official product of Fort Valley State University.

No person, no student or group, without the express prior written authorization of the university may utilize the school's name or identifying logo, for any inappropriate purpose, including but not limited to the use of the school name or logo:

- To open any bank account
- To solicit funds on behalf of the school
- To collect money on behalf of the school
- To sell products on behalf of the school
- To schedule any field trip, vacation or other accommodations
- To create a website or to post on any website for any purpose including, but not limited to support of a particular social or political agenda

Any such unauthorized use of the school's name or identifying logo, if committed by a student may subject the student to disciplinary action, up to and including expulsion. Any such unauthorized use of the school's name or identifying logo, may result in legal action.

Conditional Use:

The conditional use logos displayed in this document may be used on websites with specific written permission under the following conditions:

1. The use is not detrimental, e.g., harmful or damaging, to the value of any of the Fort Valley State University marks, its brand integrity, reputation or goodwill, such as use in connection with products, services or other content that (a) is vulgar, obscene, or pornographic, (b) includes statements concerning FVSU that are libelous, slanderous or otherwise defamatory, (c) would be considered a criminal offense or would encourage conduct that would be considered a criminal offense or (d) would create any civil liability.
2. The logos are not increased in size or modified in any way, except that a decrease in size is permitted as long as the proportions remain the same.
3. You agree to indemnify Fort Valley State University against any legal or other costs created by your use of the logo.

All uses of conditional use logos also must be in full compliance with the trademark, licensing and related policies as published by Fort Valley State University.

By using the conditional use logos, you agree to the terms contained herein. Fort Valley State University may withdraw the permission granted to you at any time. If we withdraw our permission, you must immediately cease using all conditional use logos or stickers.

Questions regarding the licensing information and regulations should be directed to the Office of Auxiliary and Support Services at (478) 825-6319.