



**Effective:** *January 1, 2018*  
**Last Revised:** *2020*

**Responsible University Office:** *Communications and Marketing*  
**Responsible University Administrator:** *Director of Marketing in UNK Communications and Marketing*

**Policy Contact:**  
*meanskr@unk.edu*

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## Policy on Use of Registered University Marks and Logos; Development of Logos

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### Scope

This policy provides individuals, departments, units and colleges guidance to align with brand standards at the University of Nebraska at Kearney (UNK), as outlined by the University of Nebraska Board of Regents. This Policy applies to use of fonts, colors, sizes, placement and inclusion of required elements in UNK creative materials that support the University of Nebraska and University of Nebraska at Kearney brands. These include wordmarks, logos, logo lockups and other brand conventions and standards. This policy extends to members of the academic community and members of the general public as it relates to the application of trademark law.

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### Policy Statement

Once a brand is created, standards must be followed to keep the brand message consistent and strong. UNK personnel and entities must follow the guidelines and shall not deviate from them. Individuals and entities including departments, units, clubs, organizations, colleges, centers, and individual faculty staff and students may not create new logos, may not change the UNK logos by way of changing color, stretching,

expanding or squeezing the logos, nor deviate from the appropriate use of the logo in any way, including reversing/negative placement.

Stakeholders shall refer to the University of Nebraska brand guide at [nebraska.edu/docs/identity/logohandbook.pdf](http://nebraska.edu/docs/identity/logohandbook.pdf), which discusses NU Regent policy on logo and brand usage, and the UNK graphics standards and guidelines at <http://www.unk.edu/ccr/marketing-advertising/branding-and-identity-marks/index.php>.

UNK logos, marks and indicia are property of UNK, and several are registered trademarks with the United States Patent and Trademark Office. Ownership does not transfer to others, including UNK employees or students. The Office of Communications and Marketing is responsible for maintaining the use of UNK marks consistently, and legally with regard to trademark and licensing. The University of Nebraska has obtained U.S. trademark on the words “University of Nebraska at Kearney,” “Lopers,” and the creative artwork/images, “UNK,” and the “Loper head”. The UNK logos are required to feature the Circle R insignia ® if the image is for sale. UNK’s licensing agent is responsible for enforcing our trademark and registering licensees and returning royalties associated with the sale of licensed merchandise to UNK. As such, anyone intending to use the UNK logo on apparel or items that will have wide circulation or will be sold, will need to obtain permission of artwork and use through Communications and Marketing.

The Marketing Director for UNK Marketing and Communications is responsible for communicating and enforcing brand guidelines. If contacted about a logo or other brand element that does not meet this policy, stakeholders are required to immediately cease using the creative element in question until an appropriate substitute can be made.

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## Additional or “Secondary” Logos

It is the policy of the University of Nebraska system to invest in a single visual identity, rather than maintain multiple marks that may interfere with the University’s message. To strengthen the University’s visual identity, the creation of additional marks is restricted. As a result, any new secondary mark must be submitted through a University-wide approval process prior to development and use at <https://nebraska.edu/identity-standards>. By extension of the NU Board of Regents Policy on Secondary Logos, no logos are to be developed for organizations, departments, colleges, centers, or other entities at UNK without first contacting Communications and Marketing for appropriate guidance. A “Secondary Logo” under Board of Regents Policy, may be requested for reasons outlined in the Policy, including significant external audience or funding. Any pre-existing logos that are being used as Secondary Logos, without appropriate approval processes followed under the policy, will be required to be submitted using the Secondary Logo Policy.

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## Reason for Policy

To strengthen the University's visual identity, the creation of additional marks is restricted.

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## Procedures

Contact UNK Director of Marketing for questions about proper use of brand elements. Those intending to use the UNK logo on apparel or items that will have wide circulation or will be sold, will need to obtain permission of artwork and use through Communications and Marketing.

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## Additional Contacts

<b><i>Subject</i></b>	<b><i>Contact</i></b>	<b><i>Phone</i></b>	<b><i>Email</i></b>
<b>Design</b>	<b>Marketing Director</b>	<b>308-865-8453</b>	<b>meanskr@unk.edu</b>
<b>Marketing</b>	<b>Marketing Director</b>	<b>308-865-8453</b>	<b>meanskr@unk.edu</b>
<b>Trademarks, licensing</b>	<b>Marketing Director</b>	<b>308-865-8453</b>	<b>meanskr@unk.edu</b>
<b>Secondary logos</b>	<b>Marketing Director</b>	<b>308-865-8453</b>	<b>meanskr@unk.edu</b>

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## Forms

## Related Information

[nebraska.edu/docs/identity/logohandbook.pdf](http://nebraska.edu/docs/identity/logohandbook.pdf)

<http://www.unk.edu/ccr/marketing-advertising/branding-and-identity-marks/index.php>

<https://nebraska.edu/identity-standards>

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## History

The NU brand policy has been in place since 2001. The UNK brand was updated in 2005.