

Brand Use: Promotional Material and Apparel Policy

The following policy describes the parameters for student organization use of the Xavier brand, including use on web and social media sites, and the production of promotional material and apparel. The Brand Use: Promotional Material and Apparel policy exists to monitor the lawful use of Xavier's copyrighted logos and images by student organizations, as well as, monitor the appropriateness of promotional material and apparel produced for student organization use. It does so by providing oversight to ensure that Xavier brand standards are followed and to assure the appropriateness of content. All other applicable Xavier University policies apply.

Xavier Brand Standards

As an entity of Xavier University, all student organizations are expected to comply with efforts to maintain its brand identity outlined in the [Xavier Brand Design Elements](#).

Promotional Material and Apparel Defined

Promotional material and apparel includes any merchandise or signage either professionally printed or created by hand that represents the student organization (either implicitly or explicitly). This includes, but is not limited to t-shirts; flyers; banners; electronic communication; social media; giveaways such as pens, cups, buttons, and stickers; etc. Regardless of how the promotional material or apparel is funded, any items produced with the University and/or Student Organization identity or used for purposes related to the student organization are subject to the Brand Use: Promotional Material and Apparel Policy.

The Xavier University Name

Student organizations have the privilege of using the Xavier University name in their promotional materials and apparel. Professionally printed material or apparel using the University's full name, 'Xavier University,' must be trade-marked. Other versions of the name, such as, 'Xavier' and 'XU,' do not need to be trade-marked.

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Copyright Logos and Images

Student organizations are permitted to use Xavier's brand identity as outlined in the [Xavier Brand Design Elements](#). This includes the primary logomark, the Xavier X as well as the Xavier Shield. Other images and logos, such as the University Seal and Athletic logos, are prohibited for use by student organizations.

Permitted – Xavier X:

The Xavier "X" is a powerful symbol. Instantly recognizable, iconic and energetic. Visually, the logo X commands attention as both a design element and our brand identity. It is at the heart of all our communications. When using the X logomark symbol by itself, the words "Xavier University" must appear in copy.



Permitted – Xavier Secondary logo:

The University has developed a secondary logo treatment to be applied for any official departments, offices and clubs looking to have a logo with their specific name included. The office of marketing and communications can assist in creating your specific version by [submitting a logo request](#).



Not Permitted – Athletic:

Xavier's athletic logos are primarily used by the department of athletics. The athletic logotypes should never be used to replace the official University logotype without permission. Permission to use the athletic logotypes must be obtained from the department of athletics. It is very rare that permission will be granted to use these logos outside of Athletics events and sponsored activities. Individuals and suppliers who use Xavier University trademarks without permission are subject to cease-and-desist notice, seizure of all unapproved merchandise, and/or Legal proceeding.



Club Sports Use Only

In agreement with Xavier Athletics, Club Sports has special permission to use the following logos. These are not for general student organization use. Club Sports are the only category of student organization that has permission to use these logos.



Not Permitted - University Seal

The Xavier University seal has historical significance and is rooted in the Jesuit tradition. The seal symbolically represents the University's origin, values and spiritual foundation. The seal is used for official correspondence and documents and is primarily used by the office of the president. Permission to use the University seal must be obtained from the office of marketing and printing services.



Alternative Use of the Xavier 'X'

The use of the letter 'X' in promotional material and apparel is permissible. The X cannot resemble or be an altered version of the Xavier X. Use of the letter X is subject to approval.

Appropriateness of Content

Any promotional material or apparel using profanity, vulgarity, or sexually suggestive language or images; racial, ethnic, gender or religious insensitivity; or anything that violates the Xavier University Student Handbook is prohibited. In accordance with the Xavier University Alcohol and Other Drug Policy, content including the likeness or suggestion of alcohol or other drugs is prohibited. The use of alcohol related paraphernalia, such as bottle openers, cozies, red solo cups, etc. are strictly prohibited. The Office of Student Involvement reserves the right to seize and/or destroy materials or apparel at any time without notice and is not responsible for any materials that are damaged or defaced or for the cost of material purchased without prior approval.

Approval Procedure

The Office of Student Involvement manages the approvals for student organization brand use. While only some materials are subject to the prior approval procedure, *all* materials are subject to the Brand Use: Promotional Material and Apparel policy and are subject to review at any time.

Promotional material and apparel subject to prior approval

- Professionally printed merchandise (t-shirts, hats, pens, buttons, stickers, etc.) excluding flyers and posters
- Items intended for sale using the Xavier name, logos, or branding or representative of the student organization (either implicitly or explicitly).

The promotional material and apparel must have the approval of the student organization advisor and the Office of Student Involvement before purchase or production. Student organizations must complete the Brand Use: Promotional Material and Apparel Form to gain approval. This form should be submitted at least two weeks prior to the anticipated purchase date.

Items intended for sale are subject to regulations within the [Fundraising Policy](#). A Fundraising Permit must be obtained before purchase or production of items.

Approval Confirmation

Approval confirmations will be communicated via OrgSync.com following verification by the Office of Student Involvement. For questions regarding this policy and the reservation procedures, contact the Office of Student Involvement at (513) 745-4250 or xuinvolvement@xavier.edu.

Appeals Process

The Office of Student Involvement reserves the right to deny the approval of any brand use request. To appeal the denial of a request, please contact the Office of Student Involvement at (513) 745-4250 or xuinvolevement@xavier.edu.

Violations of Policy

Violation of this policy may result in the following actions taken singularly or in combination:

- Confiscation of materials
- Payment for any labor, repair, or replacement costs incurred because of the violation
- A fine levied against offices, organizations, faculty/staff, or students who violate this policy
- Conduct proceedings in accordance with an individual/group's University classification
- Referral to other campus offices as deemed appropriate

Alleged violations may be referred to the Associate Provost for Student Affairs and/or designee.

Policy Review and Amendment

This policy is subject to annual review and amendment based on suggestions received during the year. When conditions warrant, a review committee may be called together to develop recommendations.