

## Brand Use: Promotional Material and Apparel Policy

### Reason for Policy

The Brand Use policy exists to monitor the lawful use of Xavier's copyrighted logos and images by student organizations, to direct student organizations to the approved companies for ordering Xavier-related promotional material and apparel, and to 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.

### Scope of Policy

The following policy describes the parameters for registered student organizations.

### Policy

A Promotional Material Approval form must be completed and approved via EngageXU before any orders can be placed with any of the approved companies. Secondly, a quote from the approved company along with the artwork should be submitted via the Student Organization Purchase Form for Xavier to establish a purchase order with the company.

### Definitions

Promotional material and apparel include any merchandise or signage that represents the university or a Xavier 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.

#### Copyright Logos and Images

The Xavier University Name: The university's name is trademarked. Recognized student organizations have the privilege of using the Xavier University name in their promotional materials and apparel, when approved. This includes use of Xavier, XU, and Xavier University.

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 the heart of all our communications. When using the X logomark symbol by itself, the words "Xavier University" must appear in copy. For more details and brand variants, visit the [Brand Website](#).



Permitted – Alternative Use of X: The use of the letter 'X' in promotional material and apparel is permitted. The X cannot resemble or be an altered version of the Xavier X. Use of the letter X is still subject to approval.

Permitted – Xavier Secondary logo: The university has developed a secondary logo treatment to be applied for any official departments, offices, and student organizations 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](#).



Permitted only for Club Sports Use: In agreement with Xavier Athletics, recognized Club Sports have special permission to use the following logos. These are not for other student organizations' use.



Not Permitted – Athletic: Xavier's athletic logotypes should never be used to replace the official University logotype without permission. Permission to use the athletic logotypes must be obtained from Xavier Athletics. It is very rare that permission will be granted to use these logos outside of Athletics events and sponsored activities.



Not Permitted – University Seal: The Xavier University seal is used for official correspondence and documents, primarily from the Office of the President. Permission to use the University seal must be obtained from the Office of Marketing & Communications.



### Approval Procedure

The Office of Student Involvement manages the approvals for student organization promotional material ordering and brand use. When a Promotional Material Form is submitted through EngageXU, the first review is with the Office of Marketing and Communications. Marketing and Communications will verify that no Xavier brands are being misused in the requested designs. The second review is with the Office of Student Involvement, reviewing content and ensuring that the intended company for the product is an approved Xavier apparel vendor.

The Promotional Material Form must be submitted and approved before a quote is accepted through the Student Organization Purchase Form. Even if your organization has previously received permission for a design, the form must still be submitted to ensure that the design continues to follow the most up-to-date brand guidelines from Xavier.

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

### Approval Confirmation

Approval confirmations or rejections will be emailed via EngageXU following verification by the Office of Student Involvement. Organizations should not move forward with placing an order with a company until they receive an approval confirmation. Xavier vendors have been warned that if a company begins production prior to receiving a Xavier-issued purchase order, there is no guarantee that payment will be issued. The Office of Student Involvement reserves the right to deny a promotional material or apparel order at any time. For questions regarding this policy, contact the Office of Student Involvement at [xuinvolverment@xavier.edu](mailto:xuinvolverment@xavier.edu).

### Criteria for Consideration

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#### Appropriateness of Content

Any promotional material or apparel must be free of the following:

- harassment or discrimination, including such action based upon race, color, religion, sex, age, marital status, sexual orientation, gender identity, disability, military status, parental status, or any other characteristic protected by applicable law,
- pornography, profanity, violence, or sexually suggestive language or images,
- references to alcohol or other illegal substances, which may include the distribution of promotional items most often associated with alcohol such as koozies and bottle openers.

The use of alcohol-related paraphernalia, such as bottle openers, koozies, 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.

#### Approved Vendors

Student organizations are required to use one of the university's approved vendors to produce all promotional materials and apparel items. The current list of university vendors can be found online at [www.xavier.edu/apparel](http://www.xavier.edu/apparel) along with step-by-step instructions for soliciting a quote, submitting for payment, and closing out the order for payment with the vendor. Xavier will not add to or expand the list of approved vendors.

#### Promotions and Products

Fundraisers and affiliated promotional materials or products must be free of the following:

- harassment or discrimination, including such action based upon race, color, religion, sex, age, marital status, sexual orientation, gender identity, disability, military status, parental status, or any other characteristic protected by applicable law,
- pornography, profanity, violence, or sexually suggestive language or images,
- references to alcohol or other illegal substances, which may include the distribution of promotional items most often associated with alcohol such as koozies and bottle openers.

#### **Violations of Policy**

Any student organization that purchases apparel from an unapproved vendor will not be reimbursed or paid. Violation of this policy may result in the following actions taken singularly or in combination:

- Immediate termination of the event
- 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
- Alleged violations may be referred to the Dean of Students, Vice President for Student Affairs, and/or designee.

#### **Policy Review and Amendment**

This policy is subject to annual review and amendment. When conditions warrant, a review committee may be called together to develop recommendations.