

# **Fort Valley State University Name and Likeness Use Policy**

The Fort Valley State University (FVSU) name and logo are registered trademarks of FVSU and the University System of Georgia (USG). This Policy outlines rules for the use of the institution's name and likeness for the campus community as well as external individuals and organizations.

## **Reason for Policy:**

This policy is intended to describe the general guidelines for using the University's name, likeness and federally registered trademark. The University maintains an invested interest in:

- protecting and controlling the use of the University name, nicknames, trademarks, service marks, seals, indicia, logos, mottoes, and mascots;
- promoting the image of the University to the public as well as to the University community;
- providing revenue streams in support of University programs by properly restricting utilization of its name and likeness.

## **Policy Statement:**

The University name, logos and associated marks cannot be used in any way to imply endorsement of or collaboration with unaffiliated and/or unrecognized organizations, or non-approved marketing, soliciting or fundraising efforts.

**Logo:** A graphic representation or symbol of the University's name, trademark, abbreviation, etc., often uniquely designed for ready recognition.

**Trademark:** Any name, symbol, figure, letter, word, or mark adopted and used by the University in order to designate institutional goods and to distinguish them from those manufactured or sold by others.

Members of the FVSU faculty, staff and students, as well as individuals and entities external to the University, cannot, without approval of their respective vice president or the Special Assistant to the President for Strategic Communications, use the University name, logos or trademarks, speak on behalf of the institution, or otherwise make reference to the institution's support or endorsement of any initiative, event, issue or other circumstance. They also cannot use its likeness in related information intended for electronic or printed publication or dissemination.

FVSU must approve in advance the use of its name or likeness in all third-party marketing and fundraising materials including, but not limited to, press releases, brochures, flyers, requests for proposals or donations, videos and websites.

Non-University organizations that wish to market events taking place at FVSU should make it clear that their organization is the sponsor of the event. References to FVSU should merely indicate that the event is happening on campus and must not insinuate that FVSU is a sponsor or co-sponsor of the event. The University logo, seal and related markings must not be used unless express written permission is given from either the Events or the Communications office. Any alleged violations of this policy should be reported to the Legal Affairs office.

### ***Fundraising and Solicitations***

The sponsor of any fundraising activity must obtain approval from the Vice President for University Advancement and Executive Director of the Foundation. Officially recognized student organizations can obtain approval by working with the Campus Life Department. All approved fundraising activity is required to offer a benefit to the University community that is consistent with the University's educational mission or consistent with the purpose of the recognized student organization and The Code of Conduct and other applicable policies of the University.

Neither individuals (regardless of affiliations with FVSU) nor private, commercial organizations may sell or promote the sale of products or services on University owned, operated, or controlled property except individuals or organizations with whom/which FVSU has entered into a written contract or otherwise given written authority. The Advancement Office must be informed of any commercial or corporate sponsorship of student organization events. The following activities are specifically prohibited unless prior approval is obtained from the Advancement Office or, if a student organization or activity, from the Campus Life Department:

- Door-to-door fundraising on University owned, operated, or controlled property
- Direct fundraising and solicitations by or on behalf of for-profit and non-profit entities, or by or on behalf of any individual
- Mass email solicitations
- Soliciting on or in any University owned property, building or grounds
- Soliciting of funds, food, prizes, or awards for scholarships, loans, grants, equipment, supplies, or other purposes
- Fundraising for or on behalf of the University and its interests using Crowdfunding platforms (e.g., Go Fund Me etc.)

- Fundraising for any candidate for political office
- Sale or distribution of items that violate University trademark rights or existing contracts
- Receipt by individuals who organize a fundraising activity of proceeds from the activity

FVSU acknowledges that a policy of this nature may not anticipate every possible issue that may arise with respect to fundraising activities. As a result, the University reserves the right to impose reasonable restrictions and/or requirements with respect to the time, place, and manner of fundraising activities. These restrictions may be in addition to, or in lieu of, those set forth in the policy.

The University Judicial System has jurisdiction over complaints against any student or recognized student organization(s) alleged to have violated this policy. The Legal Affairs and Compliance Offices have concurrent jurisdiction over alleged student violations of this policy, and general jurisdiction over all other alleged violations of this policy.

### ***Photographs, Audio Recordings and Videos***

Express written permission must be obtained before taking and utilizing in an electronic, online or print posting or publication a photograph, recording or video that includes the name or likeness of FVSU or any of its faculty, staff or students. A company or individual desiring to photograph FVSU people, property or events must submit a written, detailed project proposal outlining the dates and times for the shooting, number of people involved, the type of equipment, props and structures to be utilized, and any security and safety requirements.

Any permission given does not constitute University endorsement of any image, cause, purpose, message, product, film, organization or entity, and the photographer/videographer shall not at any time or in any manner imply or in any way represent such endorsement. Any photos or videos of FVSU people, property or events must not be sold for profit, or distributed to others where there is a reasonable belief that a sale for profit is intended, without the permission of the Special Assistant to the President for Strategic Communications.

### ***Social Media***

FVSU operates official social media accounts. Anyone not affiliated with the Communication Office should contact this office and seek permission prior to launching any social media sites that would cause any reasonably prudent person to believe the site is an official FVSU social media account or otherwise affiliated with

the University. Any sites or pages existing without prior authorization are subject to amendment or removal. Additionally, if any individual operates an unofficial site, s/he should not accept any compensation because of the site and its perceived affiliation with the University, as such an action may constitute a conflict of interest against FVSU and University System of Georgia Board of Regent (BoR) policy. Any offers of compensation received by any individual, any complaints received by faculty, staff and students from reviewers of posts, and any contacts from any media outlets to faculty, staff and students inquiring about the contents of post(s) on social media should be directed to the Special Assistant to the President for Strategic Communications for handling.

Users of FVSU social media sites are expected to adhere to all applicable state and federal laws, as well as college and BoR policies. Of particular importance are confidentiality laws such as FERPA and HIPAA. FERPA (The Family Educational Rights and Privacy Act) protects the privacy of student education records. No posts should be made that divulges personal or educational data of students. Also, HIPAA (Health Insurance Portability and Accountability Act) protects all personally identifiable medical information of individuals and, as such, should not be posted on college social media sites. Similarly, confidential information about faculty and staff is not appropriate for posting on these sites. Any confidential information posted will be deemed a violation of the law and policy and will be removed when discovered.

In the interest of protecting individual privacy concerns, site contributors should be careful about posting photographs of students, faculty and staff without their consent or without ensuring the college has consent for the publication. If you are unsure, please contact the Communications Office and, if necessary, a consent and waiver can be secured. Contributors also need to be careful about posting images, artwork, literary and musical pieces, commercial and movie snippets and the like on the site. It is possible that the material is protected by copyright law and cannot be posted on this site without the permission of the holder of the copyright. While there are 'fair use' exceptions to copyright law, it is better to be safe and confirm permission has been received prior to the posting.

# Sample Fund Raising Application

UAD \_\_\_\_\_  
(Date)

All fundraising activities by individuals or organizations on the FVSU College campus, or solicitations of external organizations on behalf of FVSU or its students, require approval by the Office of University Advancement and Development.

\_\_\_\_\_ submits the following plans for its funding project and requests permission to carry them out.

What is your money-earning plan? \_\_\_\_\_

About how much do you expect to earn from this project? \_\_\_\_\_ How will this money be used? \_\_\_\_\_

Does your advisor give full approval for this plan? \_\_\_\_\_

What are the proposed dates and events?  
\_\_\_\_\_

Are any contracts to be signed? \_\_\_\_ If so, by whom? \_\_\_\_\_

Give details. \_\_\_\_\_

Signed \_\_\_\_\_ Signed \_\_\_\_\_  
Sponsor or Organization Advisor Individual or Organization President

FOR USE OF University Advancement & Development: Telephone \_\_\_\_\_

Approved by \_\_\_\_\_ Date \_\_\_\_\_

Approved subject to the following conditions \_\_\_\_\_

\_\_\_\_\_