

	<i>Responsible Office or Department:</i>	Enrollment and Marketing
	<i>Effective Date:</i>	June 9, 2025
Use and Licensing of NU Trademarks		
Policy Level: Department		

PURPOSE:

The university’s trademarks are integral parts of the university’s identity, valuable intellectual property, and an important component of the university’s overall public relations, communications, and marketing strategy. Use of the marks shall therefore be planned, authorized, and monitored by adherence to the procedure below. For quality control, all products shall be generated by vendors authorized by the designee in the marketing department or the university’s designated licensing agent.

SCOPE:

Niagara University campus community.

TERMS AND DEFINITIONS:

None

MAIN PROVISIONS:

“Niagara University” may be used to promote any duly authorized university. However, no external group, individual, or organization may claim any affiliation to do so.

“Purple Eagles”, the Purple Eagle logo, and vintage Monte are reserved solely for the use of the Athletics Department and select uses deemed to strengthen the university’s identification with these logos, as recommended and approved per the below procedure; factors to consider in evaluating use beyond the Athletics Department include but are not limited to: the possibility of confusion between the Athletics team and a sports club or other group, NCAA regulations, derogation of the mark, quality control, agency agreements, and the forums in which the use will appear.

The Pineapple logo is reserved solely for the use of the College of Hospitality, Sport, and Tourism Management.

“Find Your Wings” is reserved for the use by the Marketing and Admissions Departments.

The “Presidential Seal” is reserved for the authorized use by the President’s Office. May be used if given permission to promote presidential events.

The Niagara University in Ontario (NUO) graphic mark is reserved solely for use by Ontario and for use by the Marketing and Admissions Departments.

Niagara University’s official color is PMS 268. Secondary colors used at a 10% ratio are PMS Cool Gray 5 and PMS 2627. Tertiary colors used at a 5% ratio are PMS 551 and PMS 163.

PROCEDURES:

Employee, student, or other person arranging use of trademark for either internal use, or by a third party:

- shall ensure that the Marketing designee is apprised of and authorized the use prior to finalization.
- a third party shall ensure the use is confirmed via a written agreement, submitted for review by the General Counsel, and signed by an authorized signer.
- shall track all use to ensure it complies with the terms of the permission, and/or the contract.
- shall report all non-compliance to the Marketing designee.

Note: *“Use” includes but is not limited to use on the internet, use in paper format, use on apparel, use on promotional items, use in advertising, use in promoting partnerships, use on the radio, and use by non-university entities.*

Marketing Designee: Shall evaluate use, exploitation, and non-compliance of university trademarks in a manner deemed suited to the best interests of the university.

Vice President for Student Affairs or Marketing Designee: Shall initially evaluate and make recommendations to the VP for Marketing and Communications regarding the use of the “Purple Eagles” phrase and logo for duly authorized Campus Activity operations, including student clubs.

General Counsel:

- shall work with the Marketing Designee to identify and register marks.
- shall review all licensing agreements per the contracts policy, ensuring Marketing has been made aware of same.
- shall work with Marketing Designee to facilitate the legal aspects of protecting and exploiting the marks.

ADDITIONAL INFORMATION:

None.

POLICY HISTORY:

- Originated: 2011

- Current Effective Date: 06/09/2025
- Next Review Date: 06/09/2028
- Revision/Renewal Log:
 - 06/09/2025 – revised to update particular marks, policy level updated to “department”, formerly titled “Trademark Policy”