

Jackson State University
Jackson, Mississippi



UNIVERSITY LOGO
and
LICENSING PROGRAM
GUIDELINES

JACKSON STATE
UNIVERSITY®

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INTRODUCTION

TRADEMARK LICENSING PROGRAM

What is Trademark Licensing? Trademark Licensing is the process of providing a document, evidencing a license granted to reproduce registered trademark materials or ideas, in exchange for royalties.

Trademark Licensing has become one of the most powerful contemporary forms of marketing and brand extension available to companies, organizations and institutions. The number of organizations benefiting from licensing has grown dramatically over the last decade.

One of the world's most successful licensors is Walt Disney®. The United States professional sports teams have been among world leaders in organizing, managing and protecting their property rights and licensing revenues. McDonald's® golden arches and Pepsi's® circular red, white, and blue wave also have exclusive rights to their name and logo and both are recognized across the world. Visual identity is very important for a successful licensing program and for building reputation.

The spirit shared by Jackson State University® students, faculty, staff, alumni, friends and Tiger fans produces a high demand for products that display the name, logo, and trademarks associated with "*Jackson State University®, Home of the Tigers*". Currently, Jackson State University® has over 80 licensed vendors across the United States, selling items such as sweatshirts, car tags, rugs, caps, signature scarves, pens, purses, logo chairs and personalized logo checks.

PURPOSE LICENSING MANUAL

The purpose of this manual is to set forth guidelines using the University name, brand and logos, to educate students, faculty, staff, alumni, family and friends of the importance of the Jackson State University® Licensing Program, as well as, the media. It will also serve as a reference manual to ensure that employees use the trademarks correctly in internal memos, correspondences, advertisements, promotions, etc.

The importance of in-house education is amplified by the realization that a company's/institution's employees are its best resources for monitoring the use of its trademarks outside of the University. Employees, especially sales forces, educated through in-house procedures, manuals and meetings are exposed to and can examine media from all over and often discover both innocent and intentional misuse of trademarks.

**TRADEMARK LICENSING PROGRAM
Charles F. Moore Bldg. Room 305
Post Office Box 18079
Jackson, MS 39217
601-979-1065**

MISSION STATEMENT

The Trademark Licensing Program mission is to ensure that the visual image and reputation of the University is preserved at all times. The most important principle in generating name recognition is consistency and repetition over a period of time. The stronger the visual identity and use of consistent wordmarks and logos, the greater the awareness and recognition of Jackson State University.

All uses of the names and trademarks associated with Jackson State University® are approved and monitored through the Licensing Program to ensure that the marks/images are used according to prescribed standards and to protect ownership of the marks. The Office of Publications also assists with monitoring the usage of the wordmarks and logos presented on printed materials throughout the campus community.

The three main objectives for Trademark Licensing are the three **P's: Protection, Promotion, and Profit.**

Protection: The trademark licensing program serves to protect the reputation of the University by ensuring that only approved representations of the University marks appear before the public, and that goods bearing these marks are of approved quality.

Promotion: Trademark licensed products bearing logos and graphics that suggest quality and excellence play a major role in recruiting students and faculty, garnering alumni support, and establishing a distinction among schools.

Profit: Royalties generated help offset costs of the licensing program and provide an added source of revenue to support other programs, such as scholarships and other under-funded areas on campus.

TRADEMARKS-FREQUENTLY ASKED QUESTIONS

What is a Trademark?

A trademark is any word, symbol, design, or a combination of these, which identifies and distinguishes the goods and/or services of one party from those of another.

What is the difference between a TM and a ®?

Anyone who claims rights to a mark may use the TM(trademark) designation, with the mark to alert the public to their claim of ownership. It is not necessary to have a registration, or even a pending application, to use this designation.

The Registration symbol, ®, may only be used when the mark is registered with the United States Patent & Trademark Office (PTO). One may not use this symbol before it is registered with PTO.

Is the name Jackson State University® registered?

Yes. In 1999, the Office of the Vice President for Business and Finance took steps in registering the following names and wordmarks. The name, mascot, seal, and other logos and graphics associated with Jackson State University® are protected trademarks. Please note that any officially adopted words, images or graphics and/or a combination of words and images representing the University are registered.

For example:

Jackson State University®
Jackson State University® “1877”
Jackson State® Tigers

University Seal®
Jackson State®
JSU (leaping tiger to the right) ®

May I use the University seal?

The seal may only be used on official University documents, such as diplomas, transcripts, major report covers, certificates, contracts, formal invitations and engraved notecards. It may never be used as a substitute for the Jackson State University logo. Permission to use the seal must be granted by the Office of Contractual Services. Once permission has been granted, proper reproduction files or materials will be made available. Do not scan the seal from old documents. It often results in poor quality reproduction.

What is a Trademark Licensing Agreement?

A Trademark Licensing Agreement evidences permission to use the University name or trademarks for commercial purposes granted by a nonexclusive license in return for royalties.

TRADEMARK - FAQ con't

Who can participate in the Trademark Licensing Program?

All retailers and manufacturers of products bearing the trademarks of JSU® for profit must enter into a nonexclusive Trademark License Agreement with the University.

What kind of merchandise requires a trademark agreement?

All products that are imprinted with a Jackson State University® trademark require licensing. These trademarks include the name of the University, the University seal, the athletic logo and any wordmarks associated with **Jackson State University® “*Home of the Tigers*”**.

Are licensed vendors allowed to sell licensed merchandise on Jackson State University® campus?

No. Licensed vendors are not allowed to sell licensed merchandise on Jackson State University® main campus or on any JSU® off-campus sites. Follett Bookstore has exclusive rights to sell licensed merchandise through our JSU® Bookstore and on campus, with the exception of Homecoming week.

Are licensed vendors allowed to sell licensed merchandise at any Jackson State University® controlled event?

Yes. Licensed vendors are allowed to sell licensed merchandise at Jackson State University® controlled events, with the exception on the main campus or on any JSU® off-campus sites.

Licensed vendors are encouraged to sell licensed merchandise during football season and event(s) controlled by the University or other JSU® events held at the Mississippi Veterans Memorial Stadium or other off-campus sites.

Can licensed vendors sell in the City of Jackson and the area(s) surrounding the University?

Yes, licensed vendors can sell licensed product(s) in the City of Jackson. However, vendors must contact the City of Jackson, City Clerk's Office to obtain a permit.

What is an infringement?

Infringement is simple. It is the unauthorized use of any registered marks.

Are there penalties for infringement?

Yes, there are penalties that are set forth by the University and are usually administered through the Office of the General Counsel.

TRADEMARK - FAQ con't

What actions are taken toward infringers?

Office of Contractual Services will:

- Issue a written warning on site to the unauthorized user
- Complete and file an Infringement Report Form
- Notify infringer, where possible, of their unauthorized usage of the registered mark (identify product) and provide information on University Licensing Program and offer the opportunity to become an approved licensee.
- Notify manufacturers, where possible, of any unauthorized use of the University name and trademarks. This office will explain what constitutes trademark infringement and provide the manufacturer with information on the University Licensing Program, *after all royalties, based on the sale of the merchandise, are paid to the University.*
- If infringer desire not to take advantage of the offer by the University, a follow-up Cease and Desist Form will be sent by certified mail and copied to the Office of General Counsel.
- Office of General Counsel will review and pursue legal actions, if necessary.

How does one become an approved licensee of the University?

The University Licensing Program was outsourced effective July 1, 2007 to Strategic Marketing Affiliates (SMA). SMA will serve as the University exclusive licensing administrator to appoint licensees to use the indicia on merchandise sold through retail and wholesale channels, in exchange for royalties.

- Visit www.smaworks.com

Top 5 Ways to get artwork approved

1. Simply ask.

Always ask first! Submit artwork approval to J. Patton at webmaster@jpattonsports.com.

2. Ensure the visual image and reputation of the University is preserved at all times.

Use the generic designation assigned to the registered mark (i.e., Jackson State®) Make sure the name and images are used consistently over and over.

3. Use the official University colors, logos and trademarks.

All official Jackson State logos, names, colors. etc. are included in this guideline.

4. Apply the basic styles and guidelines.

There are FIVE basic rules that should be followed when using registered wordmarks and logos:

5. Use a licensed vendor who offer quality.

These vendors have pre-approval to produce and sell the University logos. Our staff will gladly assist with your needs. Using products of quality assist with the promotion and image of the University.

Top 5 Ways NOT to get artwork approved

1. Alter the visual image and reputation of the University.

Jackson State University have established its visual image and reputation in its name and unique trademark and logos.

2. Not use the official University colors, logos and trademarks.

Using any other color or created logo and trademark does not represent Jackson State University.

3. Use an altered name, explicit language or poor characterization.

Any use these endorsement does not represent Jackson State University.

4. Use an unauthorized vendor, retailer or wholesaler. These are infringers!

These vendors, retailer or wholesaler may distort the origin of the University registered marks.

5. Use JSU in conjunction with another logo.

Jackson State University has trademark rights in its name. Chances are, the other organization or agency has trademark rights. Simply ask first!

BASIC STYLES AND GUIDELINES

There are FIVE basic rules that should be followed when using registered wordmarks and logos:

- Always follow the trademark with the generic designation of the product, for example “Jackson State®”, “Home of the Tigers”;
- Use correct typographical treatment. Trademarks;
- Use correct grammar. A trademark should not be used with a noun, verb or in the plural form;
- Use the trademark in the same form as it is registered; and
- Always follow a registered trademark with a ®.

Following these practices in internal communications develops a habit not likely to be broken in other correspondences. Registered wordmarks and logos can be used on or appear in various displays, advertising, institutional stationery, envelopes, business cards, University uniforms, even as signage.

Improper usage can literally destroy a registered trademark. Under federal laws, an owner’s rights to a registered trademark can be forfeited when the conduct of the owner, either through omission or commission, causes the mark to lose its significance as indication of origin.

Therefore, despite the various preferences among our authorized vendors and users, it is critical that we adhere to JSU® guidelines.

WEB-SITE GUIDELINES USAGE

The Jackson State University Trademark Licensing Program mission is to ensure that the visual image and reputation of the University is preserved at all times. For that reason, Jackson State University Licensing Program strives to promote, protect and profit from the commercial use of the University name and identifying marks, both on and off campus.

To request permission to use a Jackson State logo or trademark, please contact the Office of Contractual Services at 601-979-1065 or via email at licensing@jsums.edu. To request a non-personal or commercial website, contact the Office of University Communication and Public Relations at 601-979-2272.

Jackson State University name, logo and associated images are trademarked with the United States Patent and Trademark Office and may not be used without permission. Jackson State benefits from public recognition of these images, logos and photographs, which establishes a visual presence with our local, state, national and international audiences. This look becomes identified with the quality of Jackson State programs, products and services. Thus, it is important to retain our reputation and ensure the proper use of our marks through our Trademark Licensing program.

The Office of University Communications has established guidelines governing website design. These guidelines are based on the industry best practices for navigation, usability and support for Jackson State University identity standards.

The Office of University Communications has made available guidelines with design techniques and styles for use by academic and administrative units. The University Divisions, Departments and Colleges use these guidelines to ensure a consistent user experience and to support the University image and brand.

GUIDELINES AND PROCEDURES FOR WEB LOGO(S)

Internal Users

Any Jackson State University endorsed and affiliated College, Department, Division, Center, Unit or Organization may use these images on an *official* website on a royalty-free basis or on royalty-free restricted use. Official web pages are those that serve as the primary, formal web presence for an entity; those used for academic and business purposes; and those used to improve or support the mission and strategic goals of Jackson State University.

Personal Use

All members of the University family (faculty, staff, student, alumnus, friend and affiliates), may request the use of the institutions registered marks, which are regulated by terms and restrictions listed below. The University strongly encourages website visitors to contact the University for any intended Personal Use of the institution registered marks, which may be subject to standard or restricted license. In order to submit designs, you will need a Logos On Demand account username and password. Obtaining a Logos On Demand account username and password for SMA is free for licensees of SMA. However, access will be limited to submitting designs. Access to the logo download portion of Logos On Demand will still be restricted to paying subscribers.

WEB-SITE GUIDELINES USAGE (cont'd)

Non-Personal and Commercial Use

Any use of Jackson State University marks or associated graphics used in a non-personal and/or commercial manner is prohibited without express written consent from the University. Related licensing fees may be assessed.

If you are unsure of your website characterization as either official or non-official, contact Web Communications at (601) 979-2411 or www.oimjsuns.edu for clarity.

TERMS AND CONDITIONS OF USE

These images are all in 72 dpi format, which are best suited for web use. For higher quality images, please contact the JSU Office of University Communications at 601-979-2272 or the Office of Publications 601-979-2613.

Any linking to or downloading from files/images within this site shall constitute acceptance of these terms and restrictions.

1. Your right to use the institutions image is non-exclusive, which means the University reserves the right to grant similar or other rights to other persons or entities.
2. Your right to use the institutions image is non-transferable which means the user does not have the right to assign their user rights to anyone else.
3. Your right with respect to this image is limited. You will not acquire any ownership or other interest in these images by granted use, and you may not sell, distribute or take other such action with respect to them.
4. The University reserves the right to revoke your granted permission to use its registered marks, at any time, for any reason. Upon notice from the University that your permission has been revoked, you must cease and desist.
5. The intended user must use the institutions registered marks in its exact form. The user may not alter, modify, etc. the marks in any way, NO EXCEPTIONS.
6. If an image or photograph depicts or relates to identifiable persons or entities, you may not use it in a manner that suggests their association with or endorsement of any product, service, opinion or cause from Jackson State University.
7. Jackson State University will not be responsible or liable to you for any direct, incidental, consequential, indirect, or punitive damages resulting from your access to or use of the images and photographs within this site and those housed on official Jackson State University sites.

WEB-SITE GUIDELINES USAGE (cont'd)

8. You may use these images only on websites that relate to the University or that designate your affiliation with the University(i.e., web resume). You may not use these images on web pages intended to disparage the University.
9. You may not use these images for commercial purposes or place them on a website engaged in commercial activity.
10. Jackson State University marks may not be placed or located on a web page in a manner that indicates or gives any impression that the page is an official, endorsed Jackson State University publication.
11. The following verbiage is trademarked by Jackson State University and may not be used, in whole or in part, in website domain names, without written consent from the University:
 - Jackson State University®
 - Jackson State®
 - Jackson State® “Tigers”
 - Jackson State University® “1877”
 - University Seal®
 - Flying J®
 - Flying J®, Tiger

SITE EXPECTATIONS

Every page of the Jackson State University website will be held to a certain standard that maintains a high level of quality, including in both content and design. All first-tier and second-tier pages (such as those belonging to various colleges and departments) are required to have a consistent look and feel to maintain a sense of University identity and cohesiveness. If a page does not meet certain quality control standards, such as misuse of logos, colors, incorrect or outdated information or poor design, the responsible office will be contacted by the Office of Public Relations web editor to discuss needed improvements.

To facilitate this mandate, each department/program with a web page must designate an internal web captain as a point of contact for addressing content requirements/upgrades.

DISCLAIMER FOR OFFICIAL WEB PAGES

Notwithstanding any language to the contrary, nothing contained herein constitutes or is intended to constitute an offer, inducement, promise, or contract of any kind. The content contained herein is for informational purposes only and is not represented to be error free. Any links to non-Jackson State information are provided as a courtesy. They are not intended to nor do they constitute an endorsement by Jackson State University of the linked materials.

DISCLAIMERS FOR UNOFFICIAL WEB PAGES

While this page resides in the JACKSON STATE.EDU domain, it is not a publication of Jackson State University. Jackson State University has neither examined nor approved the content of this page. Sole responsibility for the content of this page falls to its author. The views expressed in this page are solely the opinion of the author and are not necessarily endorsed by Jackson State University. Any inquires should be addressed to the author.

Content Guidelines

Content of any Web page is subject to the following restrictions:

- It may not violate applicable laws including local, state, or federal laws (including applicable export laws and regulations) or intellectual property rights including copyright or trademark laws.
- It may not violate any applicable University policy.
- It may not appeal to prurient interest, as does pornography.
- It may not include racist, sexist, or harassing material.
- It may not contain malicious code or links to malicious code.
- It may not use copyrighted materials unless permission has been obtained.

LEGAL CONSIDERATIONS

The author of any page using copyrighted material must have written permission for the use of the copyrighted material. Permission to use material in one form does not automatically translate into permission to use the same material in another form. When using photographs, the author usually must have the permission of both the owners of the photograph and any individuals in the photograph. Materials normally thought to be in the public domain may still be copyrighted if they contain some added content.

Jackson State University reserves the right to remove any pages on University servers or links to other servers without prior notification. Reasons for doing so include but are not limited to these:

- The information being out of date
- The file being considered by the System Administrator of the WEB server or the campus Networking Coordinator to be causing significant performance problems for the server or campus network.
- The file violating the law or University policy.

While the University will attempt to contact the author before removing any pages, it reserves the right to act unilaterally. The responsibility for providing backups for pages rests solely on the author.

This policy will be reviewed as deemed necessary.

*This policy was adapted, in part, from the policies of Princeton University in New Jersey and Lander University in Greenwood, South Carolina. We gratefully acknowledge both institutions.

WEB SITE FREQUENTLY ASKED QUESTIONS

Where can I download logos?

JSU logos can be downloaded from Logos on Demand, the exclusive source for Strategic Marketing Affiliates digital logos and online approvals. Each file is available in a vector format for downloading by both Macintosh and Windows platforms. Every institution's download web page contains not only the downloadable file, but all of the trademark usage, color information, approved verbiage and pertinent information.

Do not scan logos from other reproductions or download them from other Web sites. Reproduction quality will suffer if you do. Also, remember that it is not acceptable to "build" the logo on your computer.

Why can't I just recreate the logo?

Recreating the logo will not reproduce the logo accurately. There is no possibility that an accurate copy can be recreated. It is strongly recommended to follow proper procedures for downloading the University logos.

How do I change the color of the logo to match my document?

You don't. JSU colors are PMS 301, and Opaque White. No other colors are permissible.

Why is it important to follow the University brand standards?

Brand standards, applied correctly and consistently, enable us to project a strong, consistent identity for the Jackson State University and help to prevent confusion among our audiences. Proper use of the University official logos is an important part of the branding process and enhancing our reputation and image.

May students, faculty, staff, alumni or fans use University marks on personal websites?

The University name, seal, and other University trademarks are restricted to official University use only. Personal Web pages are not permitted to display the University Seal or University trademarks. Nor may such pages use the University name in a manner that would lead the Web reader to perceive that the Web page is an official University endorsed page.

Can a department have its own logo?

Yes. A department can have its own logo and must not distort official University logos to create its own.

May I revise the letterhead design?

The layout of the letterhead as described on page 24 of this manual may not be redesigned.

OFFICIAL UNIVERSITY NAME

The official University Name is Jackson State University®. When referring to Jackson State University® in text, use “Jackson State University®” for your first mention. All subsequent mentions may be stated as “Jackson State®” or the acronym “JSU®”. The use of the acronym that is not recognized by some audiences outside the University community, could have other claims for example: *Jacksonville State University*(JSU®).

Approval may be granted for the use of JSU® name through the Office of Contractual Services if the following conditions are met:

1. Use of general context;
2. No direct or implied endorsement by JSU® is created;
3. No apparent liability is created by JSU®;
4. No conflicts of interest or ethical issues appear present; and
5. Perceived use has a positive or neutral effect on JSU® image.

Jackson State University® is a registered wordmark. The official University name should be written and displayed as followed:

Jackson State University®

Jackson State®

JSU®

OFFICIAL UNIVERSITY SEAL

The official Seal of Jackson State University® from 1877 should be reserved for official documents, including diplomas, trustee minutes or other legal, academic or official University documentation, such as letterhead, or on the highest awards or certificates.

The official University Seal should not be altered, misrepresented or distorted. This symbol displays an image of “Excellence” in its prestigious boundaries. **The University Seal should be printed in black or blue ink only**, with the exception in instances when printing the seal on t-shirts, pens, portfolios, invitations and business cards, the colors gold or silver may be used with approval. **DO NOT FILL THE FLAME ON THE TORCH WITH RED.** The red flame was used in celebration of the “*Centennial Year in 1977*” and should not be used in any representation of the University Seal.

The **official University Seal is a registered trademark** of Jackson State University®.

University Seal



OFFICIAL UNIVERSITY COLORS

The official Jackson State University® colors are Pantone Matching System (PMS) 301 and Opaque White. **Red is not an official color and should not be used in any representation of the University. All wordmarks or logos should bear the official colors.**

All official stationery, envelopes, business cards, University uniforms, signs, paraphernalia, mascot, motor vehicles (cars, trucks, vans, motor coaches, shuttle buses) and various wordmarks should consistently use the official colors of the University.

Official Mottos

Commitment to Excellence”

Official Name of Jackson State® Band

“The Sonic Boom of the South”

The Sonic Boom of the South Marching Band Theme Song

“Get Ready”

Official University Fight Song

“Cheer Boys”

University Alma Mater

“Jackson Fair”

OFFICIAL UNIVERSITY LOGO

This official Jackson State University® logo is the *Flying J*. The JSU® letters are PMS 301. The bar is black or blue (PMS 301) with reverse lettering that spells Jackson State University®. The bar extends to the right through the letter “J” and under the letters “S & U”. This logo should be used for all stationery, envelopes and business cards and followed by the registered marking®.

Flying “Js”



This official Jackson State University® logo is the *Flying J* with the stacked Jackson State University®. The bars are black or blue (PMS 301) with reverse lettering that spells Jackson State University®. The three bars extend to the right of the letter “J” and under the letters “S & U”. This logo should be used for all billboards, vending panels and signage, where possible, and followed by the registered marking®.



OFFICIAL UNIVERSITY MASCOT

The official University Mascot is a ferocious leaping “*Blue Bengal*” Tiger. The tiger is white with blue (PMS 301) stripes. The University mascot has gradually gained the Vanson 151C color (burnt orange), however, the original leaping “*Blue Bengal*” tiger is the official mascot.



OFFICIAL ATHLETIC LOGO

The official University Athletic Logo is the *Flying J* with the ferocious leaping “*Blue Bengal*” Tiger. The tiger is white with blue (PMS 301) stripes. The bar is black or blue (PMS 301) with reverse lettering that spells Jackson State University®. The bar extends to the right through the letter “**J**” and under the letters “**S & U**” . A leaping tiger is along the far right end of the bar with the registered indication(®) just below at the same end.



DEPARTMENTAL LICENSING INFORMATION GUIDELINES

The use of the JSU® logo, mascot, seal, or any other logos on letterhead or in any other publications, shall be used according to the guidelines set forth in the manual. The colleges/departments/offices must submit a Logo Use Form for approval prior to sales or distribution.

1. **The University may be referred to by the following verbiage:**
Jackson State University®
Jackson State®
JSU®
Jackson State® Tigers
2. **Other trademarks that may be used:**
Leaping Tiger®
University Seal®
Flying J®
Flying U with Tiger®
Blocked JSU®
Stacked JSU®
3. **The University Seal had protected areas.** No lines, words or artwork may overlap or intersect this mark.
4. **The ® designation must be used in conjunction with all University marks.**
5. **The official Jackson State colors are blue (PMS 301) and opaque white.**
6. **All University colleges/departments/offices may use the University name** in its title, publications, or letterhead to show its status as a college/department/office within the University.
7. **The college/department/office may not use the name** in manner that will create confusion between it and the University. The marks should not be used in a manner that would in any way constitute an endorsement, approval or underwriting of any organization, product activity, service or contract by Jackson State University®.
8. **Jackson State University marks may not be used** in conjunction with other trademarks or registered marks without written permission from the owner of the mark(s). If you have questions on the status of a mark, please contact Contractual Services for assistance in determining the proprietary rights. For example, using Jackson State with the registered logo for Nike®.
9. **The use of JSU on or in connection with items offered for sale,** in association with the name, logo or other indicia of any non-JSU entity or otherwise for commercial purposes shall be subject to a standard license agreement between the non-JSU entity and Strategic Marketing Affiliates (third party administrator for JSU). The agreement will be administered through SMA and JSU Licensing Program which will involve the payment of an annual advance royalty fee of \$300 (three hundred dollars) for apparel and \$200

DEPARTMENTAL LICENSING INFORMATION GUIDELINES (cont'd)

(two hundred dollars) for non-apparel. A restricted license agreement may be issued by companies that desire to only produce a limited licensed products, for a limited time period, for internal use at the selected institution. No products produced under this license agreement may be sold to the general public.

10. **Royalties are usually waived** for items that are purchased and issued by colleges/department/offices for internal use. A determination on royalty rates will be made on a case by case basis by Contractual Services and SMA, given the purpose are for fund-raiser, give-a-ways, memberships, etc.
11. **An item bearing the trademarks of** the University sold to anyone other than the employed staff of that college/department/office becomes a commercial use of the mark and is subject to a license agreement. For example, if the college/department/office decides to sell a T-shirt bearing the University marks as a fund-raiser, the manufacturer of the item is obligated to enter into a royalty bearing license agreement through SMA and the JSU-Licensing Program. SMA & JSU approves all artwork and designs, as well as the quality of the product prior to its production and distribution through an online database referred to as **“Logos On Demand and Approvals on Demand”**.
12. **University departments, colleges, organizations, and the vendor must obtain written permission by mail, email, or fax from the Office of Contractual Services** to use Jackson State marks. Examples of this include, but are not limited too; pens, notebooks, caps, shirts, jackets, glassware, pins, key rings, etc. The approval letter shall serve as evidence granting vendor permission to produce Jackson State marks.
13. **Only licensed vendors may produce items bearing University trademarks.**

Departmental procedure for purchasing items bearing Jackson State trademarks

All departments, colleges, divisions, etc. are encouraged to utilize the approved listing of licensed vendors. By utilizing this list, it assists with maintaining consistent usage of the University marks and logos and it utilizing the list also reduces the risk of infringement of the University marks by unauthorized vendors.

UNDERGRADUATE AND GRADUATE STUDENT ASSISTANTS

UNDERGRADUATE STUDENT

Students are not permitted to use the University Seal or other trademarks without written permission from the University.

Exceptions to this policy are granted in a limited number of special request(s). For example, the University Seal may be used for class projects and for university-approved conference and presentation materials. To be considered for such an exception, contact Contractual Services at 601-979-1065 or via email at licensing@jsums.edu.

Approval must be received prior to printing or distribution. Any use of the logo, seal, name, or other University marks must be in accordance with policies established by the University.

GRADUATE ASSISTANT BUSINESS CARDS

Students are not permitted to use the University Seal or other trademarks without written permission from the University.

Exceptions to this policy are granted in a limited number of special request(s). For example, the University Seal may be used for class projects and for university-approved conference and presentation materials. To be considered for such an exception, contact Contractual Services at 601-979-1065 or via email at licensing@jsums.edu.

Approval must be received prior to printing or distribution. Any use of the logo, seal, name, or other University marks must be in accordance with policies established by the University.

However, Graduate assistants are permitted to use the University standard business card formats. These cards can be purchased through the Jackson State University Office of Publications at <http://www.jsums.edu/~auxenterprises/publications/> or 601-979-2613.

RESALE AND OTHER COMMERCIAL USE OF UNIVERSITY LOGOS

Student or personal use of University trademarks on T-shirts, baseball hats, bumper stickers, and other specialty items is prohibited without prior approval by the Office of Contractual Services at licensing@jsums.edu or 601-979-1065. Approval is granted in strictly limited situations.

INDIVIDUAL STUDENTS/STUDENT ORGANIZATIONS/CLUBS/SPORTS CLUB TEAMS GUIDELINES

STUDENT ORGANIZATIONS

The use of the JSU® logo, mascot, seal, or any other logos on letterhead or in any other publications, shall be used according to the guidelines set forth in the manual. The student organization/club/sports club team must submit a Logo Use Form for approval prior to sales or distribution.

A recognized student organizations/clubs/sports club teams (on or off campus) may use the University name in its title, publications, or letterhead to show its status as a recognized student organization. The organization may not use the name in a manner that will create confusion between it as an organization and the University. It may not use the name in a manner that would in any way constitute an endorsement, approval or underwriting of any organization, product, activity, service or contract by Jackson State University®.

PUBLICATION, PRINT MEDIA AND WEB USE

Use of the University seal, trademarks/logos must be reviewed by the Office of University Communications & Public Relations at <http://pr.jsums.edu/> or 601-979-2272 before publication and advertising.

RESALE AND OTHER COMMERCIAL USE OF UNIVERSITY LOGO

The use of JSU® on or in connection with items offered for sale, in association with the name, logo or other indicia of any non-JSU® entity or otherwise for commercial purposes shall be subject to a standard license agreement between the external entity and Strategic Marketing Affiliates(third party representing JSU). The agreement will be administered through SMA and JSU Licensing Program which will involve the payment of an annual advance royalty fee of \$300 (three hundred dollars) for apparel and \$200 (two hundred dollars) for non-apparel. A restricted license agreement may be issued for companies that desire to only produce licensed products for internal use at the selected institution. No products produced under this license agreement may be sold to the general public.

Student organizations/clubs/sports teams recognized as such by the University, that purchase and issue licensable items for their members will not be required to pay a royalty fee; however, they are subject to a licensing agreement. A royalty fee may be assessed on licensed items sold by student organizations/clubs/sports club teams as a fund-raiser project.

Should an item bearing the trademarks of the University be sold to anyone other than the membership of the student organization/club/sports club team, it then becomes a commercial use of the mark and is subject to a license agreement. For example, if the student organization/club/sports club team decides to sell a T-Shirt bearing the marks as a fund-raiser, the manufacturer of the item is obligated to enter into a royalty bearing license agreement through the Office of Contractual Services-Licensing Program. This office approves all artwork and designs, as well as the quality of the product prior to its distribution.

Please Note:

(The guidelines set forth in this manual will be strictly adhered to for all printed materials requested through the Office of Publications or elsewhere.)

ALUMNI CHAPTERS

The use of the JSU® logo, mascot, seal, or any other logos on letterhead or in any other publications, shall be used according to the guidelines set forth in the manual. The alumni chapter must submit a Logo Use Form for approval prior to sales or distribution.

PUBLICATION, PRINT MEDIA AND WEB USE

A recognized alumni chapter may use the University name in its title, publications, or letterhead to show its status as a recognized alumni chapter. The chapter may not use the name in a manner that will create confusion between it as a chapter and the University. It may not use the name in a manner that would in any way constitute an endorsement, approval or underwriting of any organization, product, activity, service or contract by Jackson State University®.

RESLAE AND OTER COMMERCIAL USE OF UNIVERSITY LOGOS

The use of JSU® on or in connection with items offered for sale, in association with the name, logo or other indicia of any non-JSU® entity or otherwise for commercial purposes shall be subject to a standard license agreement between the external entity and Strategic Marketing Affiliates(third party representing JSU). The agreement will be administered through SMA and JSU Licensing Program which will involve the payment of an annual advance royalty fee of \$300 (three hundred dollars) for apparel and \$200 (two hundred dollars) for non-apparel. A restricted license agreement may be issued for companies that desire to only produce licensed products for internal use at the selected institution. No products produced under this license agreement may be sold to the general public.

Alumni chapters recognized as such by the University, that purchase and issue licensed merchandise to their members will not be required to pay a royalty fee; however, they are subject to a licensing agreement. A royalty fee may be assessed on licensed items sold by alumni chapters as a fund-raiser project.

Should an item bearing the trademarks of the University be sold to anyone other than the member of the chapter, it becomes a commercial use of the mark and is subject to a license agreement. For example, if the chapter decides to sell a T-Shirt bearing the marks as a fund-raiser, the manufacturer of the item is obligated to enter into a royalty bearing license agreement through the Office of Contractual Services-Licensing Program. This office approves all artwork and designs, as well as the quality of the product prior to its distribution.

UNAFFILIATED ORGANIZATIONS/CLUBS/ OUTSIDE VENDORS

The use of the JSU® logo, mascot, seal, or any other logos on letterhead or in any other publications, shall be used according to the guidelines set forth in the manual. The unaffiliated organization/ club/outside vendor must submit a Logo Use Form for approval prior to any sales or distribution.

PUBLICATION, PRINT MEDIA AND WEB USE

The unaffiliated organization/club/outside vendor may not use the University name in its title, publications, or letterhead to show its status or in a manner to create confusion, without prior approval.

RESALE AND OTHER COMMERCIAL USE OF UNIVERSITY LOGOS

The use of JSU® on or in connection with items offered for sale, in association with the name, logo or other indicia of any non-JSU® entity or otherwise for commercial purposes must enter into a license agreement between the external entity and JSU®. A SPECIAL AGREEMENT will be administered through the Office of Contractual Services-Licensing Program which will involve the payment of a one-time-only rights fee of \$1,000 (one thousand), for promotional items, items that are sold and any other items that are a representation of the University to the general public. Jackson State University® reserves the right to deny approval of any products bearing its name or logos, that is offered for sale as merchandise, offered promotionally as merchandise, represented in association with any non-JSU® entity or otherwise in any printed, electronic or other medium.

Unaffiliated organizations/clubs/outside vendors that are not recognized as such by the University, that purchase licensed items for resale must be licensed and are governed by or subject to the guidelines of the University Licensing Program. All proposed licensed vendors must meet all licensing criteria's for becoming an approved licensee of the University along with submitting quarterly royalty reports and payments.

If approval is granted, and an item bearing the trademarks of the University be sold for profit to anyone other than the member of the unaffiliated organization/club/outside vendor, it then becomes a commercial use of the mark and the manufacturer/retailer must enter into a license agreement. For example, if the unaffiliated organization/club/ outside vendor decide to sell a T-Shirt bearing the marks as a fund-raiser, the manufacturer of the item is obligated to enter into a royalty bearing license agreement through the Office of Contractual Services-Licensing Program, which also must approve all artwork and designs, as well as the quality of the product prior to its distribution.

STATIONERY:

1. Usually printed on white 24lb., 25% cotton bond paper with PMS 301 blue ink. A watermark of the University Seal also appears in the center. Additionally, blue or ivory writing paper is also used for printing stationery.
2. University Seal is centered on the page. The wordmark Jackson State University® (Name and University Seal are always dominant), city, state, zip-code centered. The College/Office/Department's name should be placed on the left. The phone number and/or fax number should be placed on the right.
3. Envelopes should bear the Colleges/Departments/Offices name and return address only. The Flying J with reverse lettering should be used along with the areas of expertise, where possible.
4. Currently, there are several instances where blue, ivory and grey papers have been used for stationery. At this writing, it is recommended that ALL official stationery for the University be white, 24lb., 25% cotton bond with a watermark of the University Seal in the center. This stock shall be printed in blue ink (PMS 301).

PLEASE NOTE:

The use of the Flying J is for colleges/departments/offices for that purpose (see section that refers to the Official University Logos, sample #2).

BUSINESS CARDS:

1. Printed on white or IVORY 65lb., card stock with blue ink (PMS 301), and embossed (plain or gold foil).
2. The University Seal is preserved for use by the President, his cabinet, and any other designees he may deem necessary.
3. The Deans may use the University Seal.
4. Business cards should include name, area where employed, title, address (post office box number must be included along with the zip + 4 designation), city, state, phone number, fax number, and e-mail addresses.

PLEASE NOTE:

The use of the Flying J is colleges/departments/offices for that purpose (see section that refers to the Official University Logos, sample #2).

DESK NAME PLATE:

The University desk name plates are in accordance with the University registered marks. The names plates are produced on hard plastic on a shiny Euro Gold plate with black lettering.

NAMES BADGE:

The University name badges are computer generated, pin-style with vinyl covers to permanently printed ones on hard plastic. The hard plastic can be produced in an array of colors with a number of fasteners.

OFFICE OF UNIVERSITY COMMUNICATIONS AND PUBLIC RELATIONS

Administration Tower, 2nd Floor

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Jackson, MS 39217-0390

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INTRODUCTION

The Office of University Communications and Public Relations produces and assists other campus departments and units in the exchange of information through media releases, radio programs, television broadcasts, various brochures, flyers, special technical reports and photographic services. The volume of information generated through the various disciplines coupled with the magnitude of sources for information calls for a unilateral system of management through which dissemination of all information is documented, edited and approved for release through the Office of University Communications. The principle objective of this protocol is to provide the public and the media community with accurate and credible information with one media-relations source as the entity for reporting, referrals, verification and follow-up on Jackson State University® institutional information.

The University Communications Publicity Policy for Jackson State University® is presented in an effort to generate a consistent thematic emphasis of good news and to provide an identified source for the exchange and dissemination of all information relative to the Jackson State University® family.

Release of University Information

In accordance with the JSU® Faculty/Staff Handbook, page 58, copies of all publicity representing the University must be submitted to the Office of University Communications and subsequently to the President for approval prior to release to the news media.

1. News and press releases, press statements and public service announcements should be submitted to the Office of University Communications for release under the Director for dissemination to the media community. Supportive information, content and editing of the final document will be arranged with the source of the information prior to final release.
 - a) Media interviews are coordinated through the Office of University Communications request. The subject matter and content of the interview should be contextual with the University disciplines. A disclaimer or distinction should be made between personal comments and when speaking on behalf of the University.
 - b) Un-scheduled interviews or statements to the media regarding the institution without the approval of the President and/or Office of University Communications are discouraged and should be coordinated through the Office of University Communications.

No administrator, faculty or staff member has the authority to make official statements to the news media regarding the institution or on behalf of the institution without the approval of the President of the University (JSU® Faculty/Staff Handbook, page 58).

2. Publications, promotional and marketing materials and brochures including publications to market Ayers programs must be consistent with the thematic emphasis of the institutional generic documents (institutional highlights, statistics, quality points, historic background) with documented accuracy and adhere to the standards of grammatical excellence and completeness that reflect Jackson State University®. A copy of these documents is to be kept on file in the Office of University Communications for reference and updated as needed.
3. Flyers and internal communications are to be cleared through the Office of University Communications and on file for record purposes. The following criteria must be met for postings on campus bulletin boards.
 - a) The content of the JSU® flyer must be in a typeset format with a contact telephone number and department, school, program or office sponsor.
 - b) External programs or activities should be of a non-profit organization that will benefit JSU® students, provided that there is no conflict with campus policy as it relates to student conduct and activities. Admission costs and ticket sales associated with the event will prohibit the posting of such an event.
4. Use of the JSU® logo is prohibited without the consent of the Office of University Communications and the Office of Publications. The use and duplication of the official JSU® academic seal, stationery and other institutional symbols is prohibited without the consent and approval from the Office of Contractual Services. External printing projects including alumni chapters must be coordinated through the Office of Contractual Services within the Division of Auxiliary Enterprises pursuant to page 49 of the JSU® Faculty/Staff Handbook.
5. The content of all materials and any information for posting to the JSU® website should be coordinated and cleared through the Webmaster following review and approval by the Office of University Communications. Under the direction of the Vice President for Information Technology, the University retains the rights to full governance and disclosure of the above electronic communications. Internal departmental sites are maintained under the will and supervision of each department.
6. The JSU® internal television channel is accessible through the Office of Student Life. This resource is available to all faculty, staff, students and administrators and is a viable tool for internal communications for meetings, campus events and activities.

OFFICE OF PUBLICATIONS

Sampson Hall

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INTRODUCTION

The Office of Publications formulates and reproduces virtually any print media needed throughout the University community. As the official University print shop, the Office of Publications promotes excellence in quality and service by assisting with design and reproduction, and by producing printed materials that reflect accuracy and uniformity of information which augments the positive image of the University.

The Office of Publications operates under the auspices of Auxiliary Enterprises. Publications works with every entity of the University community to ensure that generally accepted principles for producing and disseminating information are adhered to as established by the University and other necessary agents (e.g., U.S. Postal Service).

Housed in Sampson Hall, the Office is located on the east section of the main campus, directly behind the H. T. Sampson Library. Office hours are from 8:00 a.m. to 5:00 p.m., Monday through Friday, except for approved holidays.

The six full time staff persons are available to assist the campus community and its constituencies with all their printing needs. Services provided include formatting, printing, copying, binding and consultations.

The Office of Publications produces resumes, brochures, newsletters, business cards, invitations, transparencies, posters, carbonless forms, stationery, programs, flyers, labels, desk name plates, door/wall signs, etc.

An upgraded function to the Lanier LC 155 and the LD 0105, *the Digital StoreFront*, now allows customers to send documents directly from their PCs to the two copy systems in the Office of Publications.

PRODUCTION TURN-AROUND TIME

The average turn-around time for routine printing ranges from 7 to 10 working days and 1 to 5 days for copying (Lanier LC 155 or LD 0105). The more complex a document is, the longer it takes to reproduce. Providing our customers with quality service in a timely manner is, has been, and will continue to be our top priority.

METHODS OF PAYMENT

Prior to receiving any service, full payment **MUST** have been received in the Office of Publications. Customers may pay for service by using their JSU Super Card, cash, check, money

order or credit card. Customers not using University funds (e.g. JSU Alumni Association) will be charged a 7% sales tax unless tax exempt status can be verified in accordance with sales tax policy for the State of Mississippi.

It is the goal of the Office of Publications to work closely with all campus offices to ensure that the University is presented in the most positive and best way possible through its print medium.