



DOANE

Policies & Procedures

Department: Office of Strategic Marketing

Policy Title: Use of Institutional Name or Logo

Date Issued:

Date Revised:

Approved by:

The institution does not permit the use of its name in any announcement, advertisement, publication, or report if such use in any way implies institutional endorsement of any product or service. Any firm or its advertising agency requesting the use of pictures or facilities of the institution for sale or advertising purposes, or requesting the use of any copy relating to such pictures or facilities, should be referred to the Vice President for Finance or the Vice President for Enrollment Services Admission Office.

The Office of Communications and Marketing is responsible for determining whether the institution's name may be used in conjunction with the particular project or service. In certain cases, the Office of Communications and Marketing may refer requests for such use to the president, vice presidents, or others, as appropriate.