

1. PURPOSE

This policy was developed in order to help The American of University of Paris (AUP) faculty, staff and students avoid an actual or implied endorsement by AUP of non AUP organizations, products, services or activities, including lending their own names or the names of their departments or units, in a manner that could imply University endorsement. This policy refers to The American University of Paris name, the AUP acronym and the visual representations of the University logo or any variation thereof and any other mark associated or directly related to The American University of Paris.

2. WHO IS AFFECTED BY THIS POLICY

AUP employees, individuals representing the University in an official capacity, individuals with access to the University's official communication channels, external collaborators, students, alumni.

3. POLICY STATEMENT

Requests to use the name The American University of Paris, photographs of the University, or any of its current or past seals, logos, or symbols in advertisements or marketing materials, press releases or videos, or any other material must be directed to the Office of Communications via email to communications@aup.edu.

Use of the University name in a manner that implies endorsement of programs, products or services of any entity not directly associated with, or licensed in writing by, the University is prohibited. Permission for third parties to use the name The American University of Paris or the University's symbols must be acquired from the Office of Communications.

The policy and these guidelines should not be interpreted as limiting in any way AUP's ability to promote and otherwise disseminate information about its research projects, research results, or other academic or research activities at conferences, in publications or in other appropriate ways, faculty members' abilities to provide opinions in their personal capacities or to use their academic titles in the course of commenting on scholarship, such as in connection with the publication of a book review or in academic or research publications, or anyone's ability to use the AUP name factually in their resume or other biographical materials.

Background

AUP uses several elements that constitute its name and logo. The official name, The American University of Paris, its acronym AUP, its logo as well as any permitted variation of its logo as defined in the brand guidelines. All of these are protected by law from use by others outside of the University.

These guidelines provide information on permitted and prohibited uses of AUP's name, logo and their variations by or in connection with promotional materials developed and/or used by non-AUP entities, such as vendors, industry affiliates, research funders, donors, and other collaborators. promotional materials include promotional press releases, websites, videos, case studies, reports, brochures, marketing materials, presentation slides, and packaging.

Guidelines

- 3.1. **Appropriate display of the AUP name and logo:** Rules that clearly define the correct use and display of the AUP name and logo can be found in the brand guidelines. Any other use or display of the AUP name or logo is strictly prohibited.
- 3.2. **Agreements to use AUP's name and other trademarks:** Only authorized members of the AUP community may enter into agreements on behalf of the University. These agreements may not give permission to use AUP's name or logo in ways which are not consistent with this policy. Anyone who is authorized to enter into agreements on behalf of the University must consult with the Office of Communications, before agreeing to any third-party use of AUP's name or logo in order to ensure that such use is consistent with these guidelines and the terms of the agreement are consistent

with AUP's standards. With rare exceptions, faculty and students do not have the authority to sign agreements on behalf of AUP.

- 3.3. **Use of AUP trademarks:** AUP's name or logo may not be used in connection with any promotional materials developed and/or used by non-AUP entities or any activities that are not officially sponsored by AUP or one of its departments or units. All use of AUP's name or logo on any merchandise produced by a third party for promotional purposes, whether or not offered for sale, should be discouraged and is not permitted without approval by the Office of Communications. Use of the AUP name and logo for social media accounts requires approval by the Office of Communications and is subject to AUP's social media policy (BP003EN).
- 3.4. **Use of AUP images:** Photographs or drawings of iconic AUP buildings (such as Combes, Grenelle and the Quai d'Orsay) may not be used in any promotional materials developed and/or used by non-AUP entities. Two exceptions to this policy are: 1) Conferences and events sponsored by non-AUP entities may include in their brochure or website a photograph of the specific building in which the activities will occur with express permission from the Office of Communications; 2) Architects, designers and other vendors may include pictures of their work at AUP in a portfolio which contains other examples of their work.
- 3.5. **Use of quotations by faculty, staff and students:** In general, quotations that AUP faculty members, staff members or students give in their AUP capacity which endorse a company, product or service (either directly or implied) are discouraged and requests to do so should not be accepted without review and approval by the Director of Communications and Outreach or the Office of the President.

This policy does not prevent:

- 3.5.1. Faculty and staff from providing appropriate factual quotations and including their AUP titles in academically-oriented press releases and reports which cite the use of a particular product or service in their research;
 - 3.5.2. Faculty and staff from providing appropriate quotations and including their AUP titles when expressing gratitude for financial and other non-commercial support of AUP and its programs;
 - 3.5.3. Individuals from providing endorsements in their personal capacity as long as reference to AUP is not made and the activity is unrelated to the scope of their activities at AUP. When providing a personal endorsement, it is inappropriate to include an individual's AUP title or other connection to the University.
- 3.6. **Press releases:** All press releases issued by third parties should be reviewed and approved as follows:
 - 3.6.1. All press releases issued by third parties announcing gifts and grants must be reviewed and approved in advance by the Office of Communications.
 - 3.6.2. All press releases issued by third parties which describe or relate to activities of AUP, its departments, research centers or other AUP units must be reviewed and approved by the Director of Communications and Outreach
 - 3.6.3. All other press releases issued by third parties which describe or relate to AUP's activities should be reviewed and approved by the Office of Communications.
 - 3.7. **Videos:** Videos made by entities other than the University that feature AUP faculty, staff or students, highlight AUP research, or take place on AUP's campus may only be made with permission from the Office of Communications. Please see the Photo & Video policy for further details.
 - 3.8. **Case studies:** Vendors, including suppliers of resources to construction and research projects, may not publish case studies describing AUP's experience with their products or services.
 - 3.9. **Research results and reports:** Reports of research results from work done at AUP may only be authored by AUP faculty, students and staff and their research collaborators. Research funders and industrial affiliates may not publish reports of research results from work done at AUP. Such reports may not be used to promote commercial products or services if reference is made to AUP's name, logo or any variation thereof.
 - 3.10. **Other promotional materials:** Other than as referenced in the items above, all promotional materials prepared by a third party which refer to AUP or any of its units must be reviewed and approved in advance by both the AUP official responsible for the relationship with the third party and the Office of Communications.
 - 3.11. **Use of the term "partner":** Non-AUP organizations have many different relationships with the University. They can be donors, research funders, program sponsors, vendors and consultants. When describing AUP's relationship with an

outside entity, please be as specific as possible. The more general term “partner” is reserved for use in connection with collaborative relationships between AUP and a third party in which AUP and the third party share responsibilities for successful completion of a research or other academic activity.

3.12. **Individual endorsement:** Although AUP does not endorse organizations, products or services, an individual faculty or staff member may give opinions or make endorsements solely in their personal capacity. It should always be made clear that these are personal opinions and do not reflect the University’s position on any matter.

3.13. **Faculty Emeriti and Former Faculty Use of AUP Mark:** Faculty Emeriti and former faculty members, as defined in policy HR019EN – Faculty Emeriti, are granted the privilege to utilize the AUP letterhead and the AUP logo (or its marks) for specific purposes without needing pre-approval from the Office of Communications. These purposes include writing letters of recommendation for the university's alumni and engaging in scholarly activities such as contributing to publications or presenting at conferences. It is required that faculty emeriti, when using the AUP branding, adhere to all applicable university policies and explicitly indicate their emeriti status in any communication featuring the AUP mark (for example, as "Professor Emeritus of..."). Should faculty emeriti or former faculty wish to use the university's letterhead, logo or other marks for purposes beyond those specified, a formal request for approval must be submitted via email to communications@aup.edu.

3.13.1. Writing recommendations for alumni and former students, upon their request, provided the faculty member has taken reasonable steps to verify their identity.

3.13.2. Using the AUP logo in presentations either held at AUP or related to their work during their tenure at AUP.

4. RESPONSIBILITIES

The Office of Communications oversees and manages the use of the AUP’s name and logo and, if necessary, takes appropriate action to intervene in a case of violation of this policy.

5. DEFINITIONS

5.1. **External Collaborators:** Vendors, industrial affiliates, research funders, donors and others who support or participate in the academic, research and administrative activities of AUP.

5.2. **Marks:** AUP’s name, logo and former logos, trademarks, emblems and other images, including the AUP name, as well as iconic campus images such as the Combes, Grenelle or Quai d’Orsay buildings.

5.3. **Promotional Materials:** Promotional press releases, websites, videos, case studies, reports, brochures, advertising, presentation slides, packaging, store displays, uniforms and all other marketing and/or promotion materials.

5.4. **Actual or Implied Endorsement:** refers to any situation where the use of The American University of Paris's (AUP) name, logo, or other branding elements suggests, either explicitly or indirectly, that AUP supports, approves, or is affiliated with an external entity, product, service, opinion, statement or activity. This encompasses scenarios where such endorsement is directly stated (actual) or where it can be reasonably inferred from the context or presentation (implied). The policy aims to regulate and prevent unauthorized or misleading associations that could be interpreted as AUP’s endorsement.

6. APPROVALS & HISTORY

December 13, 2017	First iteration drafted by the Manager of University Communications
April 16, 2018	Leadership Team approval.
March 2020	Annual review.
November 19, 2020	Annual review; contact information updated.
November 1, 2021	Next review.

7. ISSUING OFFICE AND CONTACT

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