



Martin University Logo Policy

Martin University's Mission is to provide excellence in educating and developing traditional and non-traditional students in an inclusive, supportive and healthy collegiate environment. Our logo is the visual representation of that. It instantly identifies who we are and what we stand for. As such, **logos, graphics or visual elements** designed outside of the standard identified in this policy will not be permitted.

General Usage Summary

The following standards govern the use of the university's official logo, wordmark and seal in all forms of communication, including, but not limited to, print and electronic media. The official logo, wordmark and seal are essential means of visual communication. The Martin University logo should be used clearly and consistently on all types of media — including print, web, signage and other official documents.

- The official logo must be used as the prominent graphic element in all publications — print and electronic — affiliated with the university.
- The official logo and wordmarks should not be modified in any manner. These symbols may be reproduced only from original master copies. Original master copies are available from the Director of University Relations and Communications.
- The official logo is the primary identifier of the university and must be used as described in this policy. The wordmark is secondary identifier and may be used in conjunction with the official logo.
- The university seal is reserved for presidential, official, ceremonial or formal uses.
- Any associations or affiliates of the University that wish to use the University's logo and/or wordmark must have prior written approval from Jennifer McCloud, Director of University Relations and Communications and must use it in accordance with the guidelines in this policy.
- Any associations or affiliations of the University who wish to use a specific identifier other than the official logo or wordmark must have prior written approval from Jennifer McCloud, Director of University Relations and Communications and must use it in accordance with the guidelines in this policy.

University Official Student organizations

University Official Student organizations may represent themselves as agents of the university and use names, official logos or wordmark of the university with the written consent of Jennifer McCloud, Director of University Relations and Communications. Requests for usage and artwork must be submitted for approval to JMcCloud@Martin.edu. Approval must be received from Jennifer McCloud prior to printing, manufacturing and distributing. Note, **Student organizations are not permitted to use the university's official seal.**

Individual students

Students representing themselves are not permitted to use the university's official logo, wordmark or other identifiers. Exceptions to this policy are granted in a limited number of special situations. For example, the official logo may be used for class projects and for university-approved conference and presentation materials. To be considered for such an exception, submit a request to JMcCloud@martin.edu.

University Alumni Association

The University Official Alumni Association may represent themselves as agents of the university and use names, official logo or wordmark of the university with the written consent of Jennifer McCloud, Director of University Relations and Communications. The University's Official Alumni Association may use the official logo or wordmark in conjunction with any other symbol that designates the Alumni Association as such only with written approval from the Director of University Relations and Communications. If additional artwork is requested to be used with the official logo or wordmark, said artwork must be submitted with the request for approval form for consideration. The Director has the sole discretion to deny usage any other artwork, logos, wordmarks in conjunction with the official logo or wordmark. **The Official Alumni Association is not permitted to use the university seal.** Requests and artwork must be submitted for approval to JMcCloud@martin.edu. Approval must be received prior to printing, manufacturing and distributing.

Publication, print media and web use

Approval must be obtained from the Director of University Relations and communications prior to dissemination of any publications or print media, The university name, the official logo and other university wordmarks or identifiers are restricted to official university use only. Personal web pages are not permitted to display the official logo or university wordmarks. Nor may such pages use the university's name in a manner that would lead the web reader to perceive that the web page is an official university page.

Resale and other commercial use of university logos

Student organizations must request and obtain approval to use the university's names, logos or wordmarks on commercial goods and specialty items. Official student organizations may represent themselves as agents of the university and use the name and official logos or wordmark of the university with the written consent of Jennifer McCloud, Director of University Relations and Communications.

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