



## The American University of Kurdistan Policy of Use of University Name

Policy Number: GA008

Effective Date: November 30, 2023

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### I. INTRODUCTION

- a. **Authority:** The Board of Trustees (herein referred to as “Board”) at The American University of Kurdistan (herein referred to as “AUK” or “University”) is authorized to establish rules and regulations to govern and operate the University and its programs.
- b. **Purpose:** The AUK upholds this policy to protect the University’s reputation by establishing and ensuring the correct and consistent use of the University’s identity. This Policy outlines how the use of the University name, logo and any AUK’s branded material is applied and governed.
- c. **Scope:** This policy applies to all uses of AUK’s identity, including the AUK website, and is applicable to faculty, staff, future and current students, affiliates, and any other third parties.

## II. ROLES AND RESPONSIBILITIES

- a. **Responsible Executive:** President
- b. **Responsible Administrator:** Director of Communications
- c. **Responsible Office:** Office of Communications
- d. **Policy Contact:** Director of Communications

## III. POLICY STATEMENT

It is the policy of the University that the use of the University name, logo, and any of AUK's branded material for any purpose in a non-University sanctioned endeavor is strictly prohibited; such use must be approved in writing by an authorized University official as outlined in the procedures below.

## IV. POLICY PRINCIPLES

- Use of AUK's name in connection with an activity, project or product implies a close association with the University and is generally construed as sponsorship.
- The AUK has an obligation to its faculty, staff, students, alumni, donors and others to ensure that the use of its name falls, in general, within its primary mission of research and education.
- Use of the AUK name in situations having a potential to diminish or damage AUK's image and reputation must be avoided.
- If there is a potential for financial, legal or reputational risk to the University through the use of its name, for example on a particular product, such use of name must be avoided.

## VI. GENERAL GUIDELINES AND PROCEDURES

- Any use of AUK's name that refers to the University as a whole must be submitted to the Legal Office for review. The Office will review the request and forward it with a recommendation to the Vice President for Administration and Finance or the President of the University, who will make the final decision.
- Any use of the AUK's name that refers to individual colleges, departments or units should first be submitted to the Dean/Director for approval and should then be submitted to the Legal Office for review and transmittal to the Vice President for Administration and Finance.
- Any use of the official AUK logo will follow these guidelines and additionally must adhere to the standards published in the official AUK Logo Branding Guidelines. Such use will require review by the Office of Communications before printing or manufacturing is approved.

## **VII. GUIDELINES FOR USE OF THE UNIVERSITY NAME BY FACULTY, STAFF, STUDENTS AND ALUMNI**

- Faculty members and staff may use the University's name or the name of the appropriate college, department, or unit to identify themselves on stationery, business cards, publications in research or educational journals and other materials used in the course of their university-related activities.
- Students and alumni may wish to identify themselves in biographical narratives as students or graduates of the University. In using or authorizing the use of the AUK name to identify themselves in connection with activities conducted with outside individuals or entities, members of the AUK community should ensure that the AUK name is used in a manner that does not imply University endorsement or responsibility for the particular activity, project or product.
- Because "AUK" is a trademark of the University, and to avoid any confusion between official and personal websites, the faculty, staff, students, alumni and third parties are not permitted to create URL names for personal websites that include the word "AUK".
- All other proposed uses of the AUK name by faculty and staff and any use of the name by students and alumni should be submitted to the Legal Office.

## **VIII. GUIDELINES FOR USE OF NAME BY INDIVIDUAL COLLEGES, DEPARTMENTS AND UNITS**

Colleges, departments, or units may use the name of the AUK or the name of their college, department, or unit in the following activities:

- Stationery, business cards and other materials used by the colleges, departments, or units in the course of their university-related activities;
- Content in printed or multimedia form in which the University, college, department, or unit involved regularly communicates with its constituencies, including course catalogues and related materials, web pages within the auk.edu domain and similar publications issued by the colleges, departments, and units;
- Course materials and any materials prepared for use in connection with courses conducted at the University, whether in printed or digital form.

In any such uses, the college, department, or unit involved should take reasonable care that its use does not adversely affect other colleges, departments, or the institution as a whole.

Any other use of the University's name or the name of the individual college, department, or unit will require approval as outlined above in Item V of "GENERAL GUIDELINES AND PROCEDURES."

## **IX. GUIDELINES FOR USE OF NAME BY THIRD PARTIES**

In general, use of the University's name/logo or the name of an individual college, department, or unit requires written approval from the Legal Office. However, certain uses by third parties are generally permitted and do not require written approval:

- A third party may use the University name when reporting a transaction internally or reporting a transaction to regulatory authorities as required by applicable law. For example, a corporation that has made a grant to the University may report the amount of such grant in internal documents summarizing its activities or on its tax returns.
- A non-profit or government entity that has funded research or programming at the University may disclose that it has provided such funding.
- If a third party receives a license to use or distribute material written or developed by the University, the material should include a written acknowledgment that the copyright is owned by AUK and that the material is being used or distributed under the terms of a license with the University.

## **X. LICENSING**

The use of any name, logo, or trademark that identifies, or is associated with AUK may not be used without the prior written authorization of the Vice President for Administration and Finance and/or the President and the General Counsel. Commercial items or services bearing the University's Logos or Name without proper written University authorization will be considered counterfeit and will be treated as an infringement, subject to all available legal remedies, including, but not limited to, seizure of commercial items, injunctive relief, and monetary damages.

## **XI. EVENTS**

Events shall not be named, titled, or marketed in a way that implies the University's endorsement of the event, unless the event has obtained the expressed permission of the Vice President for Administration/President and the General Counsel.

## **XII. UNIVERSITY LETTERHEAD**

The use of University letterhead for any purpose other than official University business is strictly prohibited.

## **XIII. POLICY HISTORY**

- Approved by:** Board of Trustees
- Adopted:** November 30, 2023