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Owner Jennifer Swangler:  
 Director of Marketing & Creative Strategy  
 Area Marketing & Communications  
 References UND Policy

## Brand, Identity & Licensing Management Policy

### POLICY STATEMENT

Protecting and consistently presenting the University of North Dakota's (UND/University) brand is a shared institutional responsibility. The Division of Marketing & Communications (M&C) and the Licensing & Trademark Office (Licensing) serve as the University's coordinating authorities for brand, identity, and trademark use. All uses of the UND brand – across marketing, communications, print and digital content, sponsorships, retail, and environmental applications – must follow the standards and approval processes established by these offices.

This requirement applies to all individuals, units, departments, organizations, and external partners acting on behalf of or in association with the University.

Use of University brand assets, marks, or branded content must follow the approval and licensing processes established in this policy.

M&C training and review processes may allow qualified individuals to develop certain branded content independently, following demonstrated compliance with brand standards.

### REASON FOR POLICY

The UND brand is among the University's most significant and enduring assets. How it appears – and how consistently it appears – shapes perceptions of UND among students, faculty, staff, alumni, donors, partners, employers, and the broader community. Inconsistent or unauthorized use undermines those perceptions, may diminish its value, and can expose the University to legal and reputational risk.

This policy establishes a clear framework for brand stewardship. By centralizing oversight through M&C

and Licensing, UND can ensure its trademarks are used accurately and in compliance with intellectual property law, while reinforcing the credibility and professionalism that the brand represents. Authorized licensing also supports the University's financial interests and expands UND's visibility through vetted partnerships.

This policy exists to ensure that every use of the UND brand – wherever it appears – reflects the quality and character of the institution it represents.

## SCOPE OF POLICY

- President
- Vice Presidents, Associate & Assistant Vice Presidents
- Deans, Directors & Department Heads
- Area Managers & Supervisors
- Faculty
- Staff
- Students
- Others:
  - Alumni
  - Formally Affiliated Organizations
  - External Partners
  - Licensed Vendors
  - Student Organizations
  - Club Sports



## CONTACTS

Specific questions should be directed to the following:

Subject	Contact	Phone	E-Mail / Website
<b>Policy Clarification; Eligibility; Appeals</b>	Vice President of Marketing & Communications	701.777.2038	<a href="mailto:identity@UND.edu">identity@UND.edu</a> <a href="#">UND Brand Standards Website</a>
<b>Logo System and Usage; Brand Identity Standards; Templates and Stationery</b>	Marketing & Communications	701.777.2038	<a href="mailto:identity@UND.edu">identity@UND.edu</a> <a href="#">UND Brand Standards Website</a>
<b>Environmental Branding</b>	Marketing & Communications	701.777.2038	<a href="mailto:identity@UND.edu">identity@UND.edu</a> <a href="#">Campus &amp; Environmental Branding Website</a>
<b>Building Furniture and Finishes; New Construction and Remodel</b>	Facilities Management:	701.777.2591	<a href="mailto:UND.facilities@UND.edu">UND.facilities@UND.edu</a> <a href="#">Facilities Management</a>

<b>Design Standards</b>	Planning, Design & Construction		<a href="#">Design &amp; Construction Website</a>
<b>Campus Signage; Permanent Interior and Exterior Building, Room, or Wayfinding Signage</b>	Facilities Management: Planning, Design & Construction	701.777.2591	<a href="mailto:UND.facilities@UND.edu">UND.facilities@UND.edu</a> <a href="#">Facilities Management Design &amp; Construction Website</a>
<b>Registered Trademarks; Licensed Vendors; Promotional Products; Apparel</b>	Licensing & Trademark Office	701.777.4036	<a href="mailto:UND.licensing@UND.edu">UND.licensing@UND.edu</a> <a href="#">UND Licensing Website</a>
<b>Athletics Branding; Fighting Hawks Logo System</b>	Athletics / Licensing & Trademark Office	701.777.4036	<a href="mailto:identity@UND.edu">identity@UND.edu</a> <a href="#">UND Logo System Website</a>
<b>Student Organizations; Club Sports Logos</b>	Licensing & Trademark Office	701.777.4036	<a href="mailto:UND.licensing@UND.edu">UND.licensing@UND.edu</a> <a href="#">UND Logo System Website</a>
<b>Fighting Hawks Sponsorships</b>	Fighting Hawks Sports Partnerships	701.777.5373	<a href="mailto:fhsp@theralph.com">fhsp@theralph.com</a>

## DEFINITIONS

<b>Alumni</b>	A former attendee or graduate of a UND program, school, or college.
<b>Brand Assets</b>	All elements used to represent the University of North Dakota, including University and Athletics logos, trademarks, messaging, taglines, colors, imagery, typography, and any other approved brand elements. Examples and guidance are maintained on the UND Brand Standards website (see <a href="#">Related Information</a> ).
<b>Brand Standards</b>	Official University guidelines that define how UND brand assets are used to create UND's identity. Brand standards provide rules for consistent and approved representation of the University and are maintained separately from this policy on the UND Brand Standards website (see <a href="#">Related Information</a> ).
<b>Branded Content</b>	Any communication, material or content that uses UND brand assets or represents the University, including, but not limited to print, digital, social media, video, photography, web, and promotional materials.
<b>Club Sports</b>	Student-run, organized teams within UND that compete against other collegiate teams but are not part of the school's official, NCAA-sanctioned athletic programs. They provide a more competitive environment than recreational sports or intramurals.
<b>Environmental Branding</b>	Use of UND brand assets in physical spaces, including signage, wayfinding, building décor, displays and other permanent or semi-permanent visual installations on University property or approved non-University locations.
<b>External Use</b>	Use of UND brand assets in communications, content or activities intended for audiences outside the University, such as prospective

	students, parents, community members, or the general public.
<b>External Partners</b>	Individuals, organizations, or entities outside the University that work with UND or represent the University through agreements, programs, services, events, sponsorships, or other partnerships.
<b>Formally Affiliated Organizations</b>	Organizations that have an official relationship with UND through governance, operations or contractual agreements and are authorized to use the University's brand (e.g., UND foundations).
<b>Internal Use</b>	Use of UND brand assets in communications, content or activities intended primarily for members of the UND community, including current students, employees, and alumni.
<b>Licensed Vendor</b>	An external entity approved by the UND Licensing & Trademark Office, with the support of UND's brand licensing company, to produce goods or materials that display the University name, marks, or logos.
<b>Retail</b>	The sale of products displaying UND marks, logos, or brand assets directly to consumers through authorized vendors or permitted distribution channels.
<b>Sponsorships</b>	Any formal agreement that allows external organizations or events to use the UND name, marks, logos, or brand assets in exchange for financial support, promotional consideration, or other benefits.
<b>Student Organizations</b>	Student groups that have completed the process of becoming a recognized student organization at UND, remain active, and comply with the forming guidelines and the responsibilities of recognized student organizations.
<b>Trademark</b>	A word, name, phrase, symbol, or design that identifies and distinguishes the source of goods or services, including those associated with the University of North Dakota and North Dakota Athletics, which may be registered or otherwise protected under law.
<b>Unit Logo</b>	A logo used to represent a UND college, department, office, or administrative unit that is created by Marketing & Communications or approved through the University's brand review process.
<b>University and Athletics Marks (Marks)</b>	The names, logos, trademarks, service marks, seals, symbols, custom fonts, verbiage, and other identifying elements used to represent UND and North Dakota Athletics, whether or not the mark is federally or state registered.

## PRINCIPLES

### Institutional Consistency & Stewardship

UND's brand and identity help the University present itself clearly and consistently to students, employees, alumni, partners, and the public. Clear expectations and consistent use build recognition, trust, and credibility across all audiences.

# Risk Management & Compliance

Improper or unauthorized use of UND brand assets and trademarks may create legal and financial risk, harm the University's reputation, or create confusion in the marketplace. Consistent use strengthens the value of UND's brand assets and supports the University's ability to protect them.

This policy manages these risks by requiring approval, adherence to established standards and compliance with applicable laws and licensing requirements – protecting the UND brand and preserving the long-term value of its intellectual property.

## PROCEDURES

### Brand Approval Requirement

All internal and external uses of UND brand assets must be approved by the Division of Marketing & Communications (M&C) before content is produced, published, or distributed. This requirement applies to branded content in any format, including, but not limited to, marketing and advertising, digital and print communications, environmental branding, merchandise, and other branded applications. General internal use of approved templates (see UND Templates in [Related Information](#)) by faculty, staff and students does not require submission for review.

M&C training and review processes may allow qualified individuals to develop certain branded content independently, following demonstrated compliance with UND brand standards.

UND units, departments, programs, formally affiliated organizations, and other University initiatives may not create independent logos, assets, identities, or visual systems without approval through the University's brand review process.

UND branded content created by external vendors, contractors, or partners on behalf of the University must follow this policy and receive required approvals.

Branded content that does not meet University standards or receive required approvals may be subject to revision, removal, or discontinuation.

### Approval Requests & Required Forms

#### Brand Approval Form (For Projects Created Outside M&C)

Branded content created by colleges, departments, units, student organizations, club sports, external vendors, formally affiliated organizations or other University representatives that uses UND brand assets must be submitted through the UND Brand Approval Form (see [Forms](#)) for review and approval, unless otherwise directed by M&C. The form serves as the official method for submitting, tracking, and documenting brand review requests.

## Project & Service Request Forms (For Work Created by M&C)

When a UND employee requests M&C to create branded content or provide branding-related services, the applicable University request form must be submitted (see [Forms](#)).

The following projects require the completion of a form to initiate project intake, coordination and review by M&C and, where applicable, Licensing, Facilities Management and/or other University offices (see [Forms](#)):

- Creation or revision (e.g., department name change) of unit logos.
- Environmental branding projects, including interior and exterior graphics or displays.
- Permanent interior and exterior building, room, or wayfinding signage.
- Creation of official UND stationery, business cards, and name badges.
- Requests for M&C's assistance with new marketing, communication, or branding projects.

M&C design and branding services are available for projects outlined above. It does not create branded content or provide branding services to alumni, students, student organizations, club sports or non-UND entities.

## Brand Resources & Training Requirements

Brand standards, templates and guidance are maintained on the UND Brand website for University use in accordance with this policy (see UND Brand Standards and UND Templates in [Related Information](#)).

### Internal Users

M&C provides brand training to support proper and consistent use of UND brand assets and compliance with this policy. Staff, faculty, and student employees who create or manage UND branded content are required to complete the appropriate brand training.

Following training, individuals may be placed in a temporary review period during which their branded content must be submitted for approval through the UND Brand Approval Form (see [Forms](#)).

After successful completion of training and a required review period, M&C may authorize trained individuals to independently develop certain branded content without submitting each project for formal approval.

M&C may require additional review, training, or other corrective actions at any time if the use of UND brand assets does not align with UND brand standards.

### External Users

External vendors or partners producing UND branded content may be required to complete brand training and must submit projects through the UND Brand Approval Form (see [Forms](#)).

# Licensing & Trademark Use

The use of UND trademarks and University brand assets requires approval and must comply with trademark laws, licensing agreements, and University requirements. In coordination with the Office of General Counsel and M&C, the Licensing & Trademark Office (Licensing) oversees trademark use and licensing.

## Merchandise, Promotional Items and Branded Products

Items that display UND trademarks for marketing, promotional or display purposes - including all merchandise, promotional items, apparel, and other branded products - must be produced by a licensed vendor and approved by Licensing.

Use of trademarks by unlicensed vendors or without written approval is prohibited and will result in enforcement action.

Licensed vendors must obtain UND Licensing approval through the required software system. Submitting designs for approval before engaging a licensed vendor is strongly recommended and will reduce the likelihood of revisions (see UND Brand Approval Form in [Forms](#)).

**Exception:** Printed materials, such as publications, reports, brochures and other University communications, must follow UND brand standards and applicable procurement requirements but do not require the use of a licensed vendor. When there is uncertainty about whether an item requires a licensed vendor, UND Licensing must be consulted prior to production (see [Contacts](#)).

## Trademark Use by External Partners

External partners, including vendors, service providers and other third parties, may use the University name or approved UND logos to identify the University as a customer or to acknowledge a formal relationship, as permitted by contract or agreement. This use is limited to identification or acknowledgement only and must not imply endorsement or sponsorship.

Approved UND logos are available through the UND Logo System website (see [Related Information](#)) and may be used for this purpose without additional approval, provided all requirements of this policy are met.

No other UND brand assets, including photography or additional design elements, may be used by external partners.

Trademark and licensing standards are maintained on the UND Licensing website (see [Related Information](#)). Questions regarding licensing or promotional products should be emailed to Licensing (see [Contacts](#)).

## Exceptions & Appeals

Requests for exceptions to established brand standards or approval requirements must be submitted through the UND Brand Approval Form (see [Forms](#)).

Exceptions are reviewed on a case-by-case basis and are not guaranteed. Final decisions regarding exceptions are made by M&C and/or Licensing, as applicable.

Approved exceptions apply only to the specific request and do not establish precedent or waive future compliance requirements.

## RESPONSIBILITIES

<p><b>Division of Marketing &amp; Communications (M&amp;C)</b></p>	<ul style="list-style-type: none"> <li>• Serve as the University's central authority for brand and identity management.</li> <li>• Maintain and enforce University brand standards in accordance with this policy.</li> <li>• Review and approve uses of UND brand assets submitted through the UND Brand Approval Form.</li> <li>• Administer University brand approval and project request forms.</li> <li>• Establish and deliver brand training and determine review requirements for individuals creating branded content.</li> <li>• Retain authority to require review and approval at any time to ensure compliance.</li> <li>• Review and approve requests for exceptions in coordination with Licensing, as applicable.</li> <li>• Coordinate with Facilities Management on environmental branding, signage, and related projects.</li> </ul>
<p><b>Licensing &amp; Trademark Office (Licensing) (a division of the Athletics Department)</b></p>	<ul style="list-style-type: none"> <li>• Protect and manage the University's trademarks and marks.</li> <li>• Oversee licensing, authorized use and enforcement of UND trademarks.</li> <li>• Manage licensed vendors and promotional product approvals.</li> <li>• Support royalty income generated from use of the University's trademarks.</li> <li>• Coordinate with M&amp;C and the Office of General Counsel on trademark-related matters.</li> </ul>
<p><b>Office of General Counsel</b></p>	<ul style="list-style-type: none"> <li>• Review agreements that authorize use of University trademarks and brand assets.</li> </ul>

	<ul style="list-style-type: none"> <li>• Advise Licensing on legal implications related to trademark use, registration, and enforcement.</li> </ul>
<b>Facilities Management</b>	<ul style="list-style-type: none"> <li>• Manage the design and installation of environmental branding, signage and building furniture and finishes.</li> <li>• Coordinate with M&amp;C to ensure physical branding follows University standards, including for all new construction and remodels.</li> </ul>
<b>University Departments</b>	<ul style="list-style-type: none"> <li>• Seek M&amp;C and/or Licensing approval when creating or using UND brand assets and trademarks.</li> <li>• Complete brand training before creating or managing branded content.</li> <li>• Submit independently created branded content through the UND Brand Approval Form unless otherwise authorized by M&amp;C.</li> <li>• Use the appropriate University project request form when requesting M&amp;C to create branded content or provide branding services.</li> <li>• Obtain required approvals before producing or distributing branded content.</li> <li>• Comply with required direction provided through the review process.</li> </ul>
<b>Student Organizations</b>	<ul style="list-style-type: none"> <li>• Complete required brand training when developing logos or branded content using UND brand assets.</li> <li>• Submit all newly created or revised logos and branded content through the UND Brand Approval Form for review and approval.</li> <li>• Obtain required approval from Licensing for trademark use in logo designs and merchandise.</li> <li>• Use licensed vendors to produce trademarked items.</li> </ul>
<b>Club Sports</b>	<ul style="list-style-type: none"> <li>• Complete required brand training when developing logos or branded content using</li> </ul>

	<p>UND brand assets.</p> <ul style="list-style-type: none"> <li>• Submit all newly created or revised logos and branded content through the UND Brand Approval Form for review and approval.</li> <li>• Obtain required approval from Licensing for trademark use in logo designs and merchandise.</li> <li>• Use licensed vendors to produce trademarked items.</li> </ul>
<p><b>Formally Affiliated Organizations</b></p>	<ul style="list-style-type: none"> <li>• Follow this policy and applicable agreements when using UND brand assets and trademarks.</li> <li>• Submit branded content for review using the UND Brand Approval Form unless otherwise specified by agreement.</li> <li>• Obtain required approvals before producing or distributing branded content.</li> </ul>
<p><b>Licensed Vendors</b></p>	<ul style="list-style-type: none"> <li>• Complete application and approval process to become a licensed vendor.</li> <li>• Use UND brand assets and trademarks only as permitted through written contracts and licenses.</li> <li>• Submit designs for review as required by Licensing and/or M&amp;C.</li> <li>• Comply with required directions provided during the review and approval process.</li> </ul>
<p><b>External Partners</b></p>	<ul style="list-style-type: none"> <li>• Follow this policy and applicable agreements when using UND brand assets and trademarks.</li> <li>• Use only approved UND logos for identification or acknowledgment purposes and do not imply endorsement or sponsorship.</li> <li>• Submit branded content for review using the UND Brand Approval Form unless otherwise specified by agreement.</li> <li>• Comply with required direction provided during the review and approval process.</li> </ul>

# RELATED INFORMATION

- [UND Athletics Brand Identity Guidelines](#)
- [UND Brand Standards](#)
- [UND Campus & Environmental Branding](#)
- [UND Licensing](#)
- [UND Logo System](#)
- [UND Templates](#)
- [UND Policy – Procurement](#)
- [UND Policy – Social Media](#)
- [UND Policy – University Website](#)

# FORMS

- [Brand Approval Form](#)
- [Business Card Order Form](#)
- [Environmental Graphics Project Request Form](#)
- [Facilities Campus Sign Request Form](#)
- [Name Badge Order Form](#)
- [Marketing & Communications Project Request Form](#)
- [Stationery \(Letterhead, Envelopes, Note Sheet\) Order Form](#)
- [Unit Logo Request Form](#)

# APPENDICES

There are no appendices associated with this policy.

## Approval Signatures

Step Description	Approver	Date
Campus Comment	Jennifer Rogers: Director of University Policy	Pending
Executive Council (1st Reading)	Jennifer Rogers: Director of University Policy	05/2026
Policy Advisory Group	Jennifer Rogers: Director of University Policy	05/2026

Policy Office

Jennifer Rogers: Director of  
University Policy

04/2026

Policy Owner

Jennifer Swangler: Assoc Dir  
Mrktng&Creative Svcs

04/2026

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