



USE OF UNIVERSITY NAME, LOGO, SEAL AND TRADEMARK POLICY



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POLICY CONTROL BOX	
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Related Policies
Responsible Officer	Vice Chancellor
Implementing Offices	Registrar, Heads and Executive Deans.

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NAME AND ACRONYM

When writing about or referring to the university, please observe the following rules:

- a) The university's proper name is University of Malawi.
- b) As an acronym always use UNIMA.
- c) UNIMA can be used to refer to the university.

DEFINITIONS

University Name: University of Malawi, the abbreviation UNIMA, and any other name or abbreviation that has University-wide application or concern to more than one campus. As the property of the Council for the University of Malawi, the University's name may be used by individuals and groups for commercial or non-commercial purposes only with permission of the Council of the University of Malawi.

Campus Name: University of Malawi, abbreviations e.g., UNIMA or Chancellor College abbreviated as CHANCO or CHANCOL or any other name containing such designations or abbreviations. The Campus Names may be used by individuals and groups for commercial or non-commercial purposes only as stated in this policy.

Trademarks: Any word, term, name, symbol or device, or any combination thereof, used in connection with UNIMA. The Council of the University of Malawi owns the Trademarks, including The University of Malawi and graphic representations of the same and campus illustrations. Unauthorised use of these trademarks may constitute infringement of the rights afforded under applicable laws. The University and campus' names, symbols (e.g., UNIMA seal, UNIMA logo), and distinctive visual images, are protected by trademark law.

Merchandise: Apparel, headwear, and non-apparel items bearing the University and/or Campus Names, the UNIMA Seal, and/or Trademarks.

Registered Campus Organisation: This Policy adopts and incorporates the definition in the University of Malawi applying to campus activities organisations and students.

1 INTRODUCTION

The University of Malawi (UNIMA) name, logo, seal and trademark represent excellence in all areas of teaching and learning, research, consultancy and public outreach. The name, logo, seal and trademark have a unique value, and are afforded special protection by law.

The name "University of Malawi" and all abbreviations thereof are property of the Council for the University of Malawi and may not be used to imply, either directly or indirectly, the University's endorsement, support, favour, association with, or opposition to an organisation, product, or service without permission of the University.

In addition to statutory protection, the University's name, logo, seal and trademark are protected by state and trademark law. The name, logo, seal, designs, and visual images are also protected by trademark and copyright law. Unauthorised uses of any of these names and trademarks may constitute trademark and/or copyright infringement as well as an unfair business practice.

Therefore, the University Name, Logo, Seal and Trademark Policy provides guidelines on the permissible use and restrictions on the use of the University's name, logo, seal and trademark. The policy also provides key guidance on how the University's name, logo, and seal should be presented, as well as guidance for the university's overall brand identity.

2 POLICY STATEMENT

The University's schools, departments and associated units/centers, staff, and students may use the University's approved name, logo, seal and/or other trademarked material where necessary to identify themselves on matters of official University business. Employees, trainees, departments, schools, and centers representing the University in an

official capacity and University sponsored organisations are authorised, upon appropriate approvals, to use the name and logo in any activity that is directly in support of the University's strategic mission objectives of:

- a) Teaching and Learning
- b) Research, Consultancies and Community Engagement
- c) Human Resource Management
- d) State of the Art Purpose-Built Infrastructure
- e) Governance and Leadership
- f) Mobilised, Sufficient Resources for Self-Sustenance
- g) Internationalising University

University staff and students may not use the University's name, logo, seal and trademark in a way that might place the University in a position of endorsing, or appearing to endorse, or opposing a particular product, service or entity.

3 PURPOSE OF THE POLICY

The purpose of this policy is to provide guidelines on the enforcement, compliance and consistent appropriate use of University trademarks, name, logo, seal in order to unify and strengthen the University's reputation and distinguish it from other institutions of higher learning.

4 SCOPE OF THIS POLICY

This policy defines the permitted use as well as restrictions on the use of the University of Malawi name, logo, seal, trademarks, and visual images in any form or any media. It applies to schools, departments, centres, units, sections, staff, students and all outside entities authorised to use the University's name and logo with permission.

5 GOAL

To enforce and maintain a consistent-legally appropriate use of University's logo and trademarks.

6 POLICY OBJECTIVES

The objectives of this policy are:

- a) To develop strategies and measures to safeguard the university's name, logo, seal, and trademark from unauthorised use, infringement, and misrepresentation.
- b) To ensure compliance with state and trademark laws, as well as copyright regulations, in relation to the use of the university's name, logo, seal, designs, and visual images.
- c) To establish a process for granting permission to organisations, products, or services seeking to use the university's name, logo, seal, or trademark, ensuring that their usage aligns with the university's values and interests.
- d) To implement measures to protect the university's reputation by regulating the use of its name, logo, seal, and trademark, preventing associations that may mislead or damage the university's image.
- e) To create awareness among the university's stakeholders, including staff, students, and external entities, about the policies, guidelines, and importance of respecting the university's name, logo, seal, and trademark.

APPLICABILITY OF PROCEDURES

1. Use of Name, Logo or Seal

- a) The University's official seal may not be used on merchandise or other items of any kind without the approval from the Registrar.
- b) Use of the name, logo and any representation of the University on merchandise offered for sale or resale or to be given away is expressly prohibited without written authorisation of the Registrar in advance of order placement.
- c) Use of the name and logo on items other than merchandise must be approved by the Registrar. This includes use on items such as websites, stationery, marketing materials, banners, table drapes and print collateral. The logo may not be placed next to another institution's or organisation's logo without written approval from the Registrar.
- d) It shall be the responsibility of the individual employee or any other University representative to ensure that merchandise or other representations with which they are associated including, but not limited to, shirts, caps, cups, stationery, business cards, signage and any other graphic representation of University activities, conform to this policy.

2. Use of Logo or Name in Connection with a Third Party

- a) When an employee is involved in activities that are not part of his or her official University position (e.g., outside

consulting), use of the University's name is limited to identification of the employee's affiliation with the University only, and no other trademarks, including logos, may be used. If an employee identifies himself or herself as a member of the school or staff of the University, they must clearly state that the opinions expressed are their own and not those of the University.

- b) Vendors that have done work for the University may list the University's name on websites or in other promotional materials as part of a customer list. However, vendors may not use the University's logo without express permission from the Registrar.
- c) On occasion, a vendor may request a testimonial or statement regarding a product or service that the vendor has provided to the University for use in promotional materials. Such testimonials or statements are strongly discouraged. If provided, they must be strictly factual in nature and avoid the use of any language that implies University endorsement of any product or service. Any testimonials or statements provided to a vendor for this purpose must be approved by the Office of the Registrar.

3. Use of Name, Logo and Seal by School, Staff, and Students

- a) No individual, staff, student, or group or association may use any University trademark or the official letterhead, web template header and footer, or refer to their affiliation with the University, to indicate support or endorsement of anything that is not official University business. Potential confusion should be dispelled by adding a disclaimer

stating that the University is not involved in the subject of the statement.

- b) No individual, staff, student, organisations, clubs, societies shall be allowed to use any University trademark, logo or the official letterhead, web template header and footer, on anything that is not official University business.
- c) Employees may use the University's name in making true and accurate statements of their relationship with, or employment by, the University of Malawi in the course of application for other employment, or stating the employee's experience or qualifications for any academic, governmental, business, or professional credit or enrollment.
- d) Employees may not use the University's name, the Campus Name, or their affiliation with the University in any manner which suggests or implies University support or endorsement of any movement, activity, or program. In circumstances where University endorsement or support may be construed from an individual's use, a disclaimer shall be required.

4. Non-Commercial Use of Seal, Campus Name, and Trademarks

- a) The Registrar shall regulate non-commercial uses of, University Name, Campus Name, and Trademarks.
- b) The following uses of the Campus Name do not require prior written authorisation:

- i. Non-commercial use of the University and/or Campus Name by Registered Campus Organisations, Registered Student Organisations, or entities that have a valid current lease with UNIMA when the use is limited to the phrase “at UNIMA” and the use solely designates the geographic location of the organization or the entity’s leased location. The phrase “at UNIMA” may not incorporate or be designed to resemble any university logos or marks.
 - ii. A Registered Campus Organisation or Registered Student Organisation may state that its membership comprises University students, school or staff, but it may not indicate or imply that it is acting on behalf of the University.
 - iii. Recognised Support Groups may use the Campus’ Name like Alumni Associations.
- c) All other non-commercial uses of the Campus Name, logo or Trademarks are prohibited without prior written authorisation from the Registrar.
 - d) Events and activities presented must not be advertised or promoted in any way that suggests the function is sponsored or endorsed by the University unless prior approval has been obtained from the Registrar.
 - e) The Registrar may withdraw permission at any time, including if the Registrar determines that further usage is not in the best interests of the University or does not comply with the original intent of the approved permission.

5. Commercial Use of the University Name, Campus Name and Trademarks

All commercial use of the University name, Campus Name, UNIMA Seal, the Unofficial UNIMA Seal, and Trademarks, including the manufacture and/or distribution of all merchandise, is prohibited unless express written permission is first obtained through a written license or prior authorization from the Registrar.

6. Use of Name and Logo in Advertising

Advertising that displays or lists the University as a user of any product or service or as the source of research information on which a commercial product, program, or publication is based is prohibited unless express written permission is first obtained from the Registrar. This prohibition extends to advertising using the University's Name, the Campus Names, the Trademarks or any picture, landmark, building or other campus identifier.

7. Disclaimer

If there is any reasonable possibility that the use of the University's Name or Campus name, and/or Trademarks might be construed to suggest, imply, or indicate University endorsement, support, favour of, association with, or opposition to any activity, program, event, policy, political and/or social movement, product, service, candidate for political office, or the like, said organization, group, or individual employee must first consult with the Registrar. Further, the use must include a disclaimer of University involvement in a form and manner required by such official.

OPERATIONALISATION OF THE POLICY

1) University Name

- a) The University of Malawi Registrar shall be the delegated authority to permit use of the name "University of Malawi", the abbreviation "UNIMA", any other name or abbreviation that has University-wide application or is of concern to more than one campus, or any other name of which said designation or abbreviation is a part.
- b) The Registrar are responsible for reviewing and authorising requests to use the University's name for non-commercial and commercial purposes, including the manufacture and distribution of commercial products.

2) Merchandise

- a) All merchandise must be distributed through the UNIMA memorabilia shops or by authorised licensees. On-campus sales of merchandise are the exclusive right of the UNIMA memorabilia shop.
- b) Commercial vendors and distributors must receive their merchandise from a licensed manufacturer.
- c) Campus departments and business units may not conduct sales of merchandise, either directly or through a third party except with prior written permission of the Registrar.

RESPONSIBILITIES

- a) The Registrar is responsible for coordinating UNIMA's trademark and licensing program and is authorised to:

- i. Monitor and enforce the proper use of the Campus Name, the Unofficial UNIMA Seal, the UNIMA Seal, and Trademarks;
 - ii. Permit commercial and non-commercial uses of the Campus Name, the UNIMA Seal, and Trademarks, and the use of the Unofficial UNIMA Seal;
 - iii. Negotiate, execute, administer, and monitor licenses for commercial use of the Campus Names, the UNIMA Seal and Trademarks;
 - iv. Permit the manufacture, distribution and sale of merchandise, on or off campus;
 - v. Monitor sales of merchandise on and off campus;
 - vi. Collect and manage royalty income and administer related expenses for all licensed commercial uses;
 - vii. Register Trademarks; and
 - viii. Resolve disputes relating to use of the Campus Names, the Unofficial UNIMA Seal, the UNIMA Seal, and/or Trademarks.
- b) Persons with the authority to approve the use of the UNIMA Campus Name, Logo or Trademarks may authorise use only when the requested use shall be clearly in the best interests of the University and is true, accurate, and not misleading. The following factors should be used to guide decisions to authorize use:
- Whether the use will benefit UNIMA;
 - Whether the use poses any risk of harm to UNIMA;
 - Whether the use implies an accurate association with the University;
 - Whether the use is consistent with UNIMA's mission;
 - Whether satisfactory arrangements have been made concerning the interest (if any) to be held by the

- University in intellectual property and income resulting from the proposed use; and
- If any doubt exists as to whether the use will contribute to the best interests of the University, permission shall be withheld.
- c) Any employee involved in a contract with a commercial entity shall be responsible for ensuring that the corporate funding agency or supplier of goods and services is advised of the dictates of this policy and its restrictions on the use of the University's Name, the Campus Names and the Trademarks contained in this policy.
- d) Executive Deans, Directors, and administrative officers shall be responsible for bringing any suspected unauthorised use of the University's Name, the Official UNIMA Seal, the Unofficial UNIMA Seal, the Campus Names or Trademarks, or uses otherwise contrary to this policy, to the attention of those responsible for authorising use.
- e) An unofficial use of the University trademark, seals and logos by members of staff and students of the University may lead to disciplinary action.

General Prohibition

Neither the name of the University nor any University trademark may be used in any manner that could adversely affect the University's image or standing or would for any other reason be inappropriate for a public university. Such proscribed uses include, but are not limited to, the use of University trademarks in connection with cigarettes or other tobacco products, sexually oriented products or services, religious products, political parties or organizations, gaming or games of chance, firearms and discriminatory acts.

Violations by Units

If a violation of this policy is identified, units shall be required to work with the Office of the Registrar to determine the action needed, which may include redesign of print and/or electronic materials. With respect to all violations of this policy, the University reserves its right to seek appropriate remedies under the applicable law.

7 MONITORING AND EVALUATION

- a) The Registrar shall be responsible for monitoring and evaluation of this policy; and
- b) The Registrar's office shall keep a record of all authorised business entities as espoused in this policy.