



MIDWESTERN UNIVERSITY
OFFICE OF STUDENT SERVICES

Identity Guidelines for Student Clubs and Organizations

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Identity Guidelines for Student Clubs and Organizations

These guidelines are based on the policies and pronouncements in the Midwestern University Student Handbook regarding Student Organizations, are currently in effect, and apply to all students enrolled in the University and to all clubs and organizations recognized by Midwestern University through the most current version of the Student Handbook. The information contained in this document is intended to help guide registered student groups in creating awareness of their organization through their name and logo, while maintaining the integrity of the Midwestern University brand and complying with University policy.

These guidelines are designed to provide student groups, organizations, and clubs clear direction about the use of Midwestern University trademarks and to limit the number of required reviews and revisions when requests for approval (the process for which is set forth herein) are submitted.

It is the responsibility of all students enrolled in the University to be knowledgeable about these policies and all published requirements and standards set forth by the University. The University reserves the right to make changes in these guidelines and the Student Handbook at any time.

1. Use of the Midwestern University name, seal, marks and logos

The Midwestern University name, marks, seals, and logos are owned by the University and protected by trademark law. Use of the *Midwestern University* name, marks, seals, and logos, or those of any of its Colleges, must be approved by the President and Chief Executive Officer. This includes the use of the Midwestern University name or marks (name, seal, name of one of its colleges, and any other applicable identifier protected by trademark law) in the title or caption of a publication, as part of the name of a university-recognized organization, on promotional materials, on any item or product to be distributed or sold by an organization, or such similar uses.

All manufacturers who produce goods bearing the University's trademarks must either be licensed or receive temporary special permission to produce such products if there is no formal license agreement in place. The sale of any merchandise that features any University trademark (name, seal, logos, or verbiage) must comply with all related policies. Organizations intending to sell this merchandise must receive advance approval before production begins. Along with that approval, the University will provide to the student group the requested name or mark for the intended use. The student group shall not alter the name or mark and shall otherwise use the same as directed and prescribed in this policy.

Incorrect usage of the Midwestern University name or marks compromises brand integrity and effectiveness. The following list, while not at all comprehensive, includes a small sample of possible misuses of the Midwestern University name or marks. Never alter, add, or attempt to recreate our trademarks, and always seek advice from the Office of Student Services and these

guidelines on how to obtain the proper approvals.

Examples of brand misuse include:

- Stretching the seal/logo in a way that makes it lose its original proportions
- Rotating the seal/logo, in any way that keeps it from showing in a horizontal and straight manner
- Changing the color of the seal/logo
- Changing the approved typeface of the wordmark
- Shifting or scaling individual elements that make up the logo/seal
- Using a version of the logo that affects legibility by offering very low contrast with the background

2. Approval process

Student organizations desiring to use the Midwestern University name, marks, seals, and logos must present a written request to the University. The written request must be submitted to the Office of Student Services for initial review and approval, and it should include the following:

- A listing of all items that will include the names and marks, seals, and logos;
- Color proofs/mockups/specimens of all proposed uses of any such names and marks, seals, and logos;
- A signed statement indicating that the requestor has read these guidelines and will adhere to all requirements set forth herein; and
- A primary contact with the student organization (name and email address)

As with most content “fixed in a tangible medium,” always assume that any image is copyrighted until you can determine otherwise. Thus, any requests for designs containing non-University names and marks, seals, and logos or other graphics, designs, artwork or like (e.g., “Clip Art”) must include written permission from the owner or evidence that such permission is not required before the design will be approved.

Upon submission of the written request, you will receive a notification indicating that the request has been:

- **APPROVED** - Request was approved and the student organization may proceed as set forth in the written request, or
- **NOT APPROVED** - Request was not approved as presented. Changes/revisions may be made and the request may be resubmitted.

Any requests not deemed “APPROVED” within in thirty (30) days shall be deemed “NOT APPROVED.”

No alterations may be made to approved designs without resubmission of the proposed altered designs in accordance with the foregoing approval process.

Any student group, organization, or club that had previously created and is using a name, logo, mark, seal and/or tagline in any printed or online materials or items without approval from the University must cease using the same effective immediately.

Attached to these guidelines in APPENDIX A is a Pre-Approval Checklist for Midwestern University Names, Seal, Marks and Logos. Student organizations are strongly encouraged to review the checklist prior to submission of any requests to the Office of Student Services and the Office of the President.

3. Developing a name for your student organization or club

It is necessary to recognize that no student group, organization or club may imply that it is operating or functioning on behalf of Midwestern University. The University wishes to help students express association with our institution, while not creating situations where it could appear as if student groups, organizations, or clubs represent or speak on behalf of Midwestern University.

Only student groups registered with the Office of Student Service, in accordance to the policies set forth by the Midwestern University Student Handbook, may use the Midwestern University name, provided they do in compliance with the applicable guidelines listed below and only after the requisite approval has been obtained.

3.1 University-wide student organizations

University-wide student organizations or clubs may not include “*Midwestern University*”, “*MWU*”, or “*Midwestern*” in their official club name. However, the words “*A Student Club at Midwestern University*” must accompany club names on all printed materials, including flyers, apparel, promotional materials, or any item or product to be distributed or sold by a student organization or club. The words “at Midwestern University” alone do not convey student organization status; you must also include language clearly indicating your group is a student club. Examples of both correct and incorrect format for organization and club names are below.

Correct Format:

Medical Spanish Club, a Student Club at Midwestern University

The Catholic Student Association, a Student Club at Midwestern University

Gay-Straight Alliance, a Student Club at Midwestern University

Incorrect Format:

Midwestern University Medical Spanish Club

MWU Catholic Student Association

Midwestern GSA

3.2 College-specific student organizations or clubs

College-specific student organizations or clubs may not include “Midwestern University”, “MWU”, “Midwestern”, or the name/acronym of the College, in their official club name. However, the words “*A Student Club at the [Full, Official College Name]*” must accompany club names on all printed materials, including flyers, apparel, promotional materials, or any item or product to be distributed or sold by a student organization or club. Examples of both correct and incorrect format for organization and club names are below:

Correct Format:

- *Anesthesia Club, a Student Club at the Midwestern University Arizona College of Osteopathic Medicine*
- *Phi Delta Chi, a Student Club at the Midwestern University Chicago College of Pharmacy*
- *Sports Vision Club, a Student Club at the Midwestern University Arizona College of Optometry*

3.3 Chapters of national or international student organizations

Chapters of national or international student organizations may not include “Midwestern University”, “MWU”, “Midwestern”, or the name of the College, in their official name. However, the words “*A Student Chapter at the Midwestern University [College Name]*” must accompany the group’s name on all printed materials, including flyers, apparel, promotional materials, or any item or product to be distributed or sold by a student organization or club. Examples of both correct and incorrect format for organization and club names are below:

Correct Format:

- *American Optometric Student Association (AOSA) Chapter at Midwestern University Chicago College of Optometry*
- *ASDA Student Chapter at Midwestern University College of Dental Medicine-Arizona*

4. Student Groups Logos and Seals

Midwestern University recognizes that registered student groups, organizations and clubs often wish to have an identity and create awareness of their organization’s campus presence through a logo. At the same time, it is necessary that all logos and marks protect the integrity of the Midwestern University brand, and that they present a cohesive, distinctive, and professional image to both internal and external audiences.

Considering that it is equally necessary to protect the integrity of the Midwestern University brand, and to observe copyright and trademark laws, the University has developed pre-approved graphics

/ non-textual illustrations (“seals”) for the institution and each of its colleges; these official seals can be used by all student groups in conjunction with their club/organization name to create awareness of their campus presence. These pre-approved seals are available to student clubs and organizations through the Office of Student Services, for use online and in print, provided that said use complies with University policy and the approval process set forth in these guidelines. Below are sample items to illustrate proper use of University/College seals alongside student clubs/organization names:



FUTURE OPTOMETRIC RESIDENTS

A STUDENT CLUB AT THE MIDWESTERN UNIVERSITY
ARIZONA COLLEGE OF OPTOMETRY



ASIAN HEALTHCARE ASSOCIATION

A STUDENT CLUB AT MIDWESTERN UNIVERSITY

Midwestern University’s trademarks, including names, seals, and logos may only be used with the group, organization club name in the pre-approved format and with University approval as set forth herein. **Do not attempt to recreate University or College approved seals or alter them in any way.**

Alternatively, new graphics/logos/lock-ups for each student organization, club or group can be developed by each student group with guidance from the Office of Student Services, and submitted to the Office of the President for final review and approval. The words “A *Student Club/Organization at the [Full Official University or College Name]*” must be included as part of the student group logo design. In addition, only original images/non-textual illustrations, quotes, taglines, or similar marks can be included in the design when the University’s or its College’s trademarks, names, seals, or logos, or the name of a recognized student organization or club are used as part of the item design.

The student organization must ensure that any requests for designs containing non-University names and marks, seals, and logos or other graphics, designs, artwork or like (e.g., “Clip Art”) include written permission from the owner or evidence that such permission is not required. A statement, signed & dated by the author, indicating they grant full rights to the University and the student organization to use their original work, is required before presenting the design to the Office of the President for approval; a sample statement is included in Appendix A, Attachment 1, for reference, and can be modified as needed.

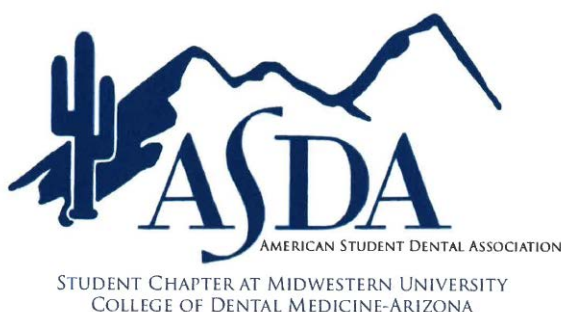
5. External National and International Student Organizations Logos and Seals

Many external national and international organizations have secured trademark registrations for their brand identifiers including names, acronyms, taglines, and crests. As a general rule, student chapters of these external organizations can only use those items after receiving written approval

from an officer of the external organization, following the completion and submission of agreements related to the use of such marks.

Compliance with additional brand guideline documents/policies may also be required by most organizations. External organization logos must not be altered, unless written permission is obtained from an officer of the organization. Additionally, external student organization trademarks and logos may not be used in conjunction with any Midwestern University seal, logo, or verbiage without University approval as set forth herein.

Below are sample items to illustrate potentially correct use of external national/international organization logo use; each student chapter is required to seek written permission from their national organization for the use of a particular logo that bears the organization's name/mark.



6. Websites and Social Media

As an officer or member of a registered student organization at Midwestern University, you represent the voice of your peers and are charged with the accurate dissemination of news and information related to your group. Regardless of your opinion, people will see you, your thoughts and your actions as a reflection of the organization you are a member of, regardless of whether or not they are your individual ideas or that of the organization. All websites or social media pages run by student clubs/organizations are considered “unofficial”, and they should not use the Midwestern University or its Colleges logos/seals.

Student clubs and organizations are required to provide and maintain administrator login information on file with the Office of Student Services for all of their websites and social media accounts; that way, when club leaders change or graduate, the information will be available so access can be granted to new club officers and members. Clubs/Organizations are also strongly encouraged to have their faculty advisor as an administrator on their social media pages.

When creating content for websites and social media, always use good judgment. Do not post content that is in violation of intellectual property rights or privacy laws, defamatory, threatening, obscene, or is otherwise harmful or illegal. Include citations when using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos or videos. If the content is not original to you or your organization, include the original material or link to the original material, if applicable.

6.1 Websites

All organization/club URLs should clearly indicate that the site is solely managed by a student group and not by Midwestern University or one of its Colleges. Follow the guidelines below when creating a website for a recognized student organization or club:

- a) Naming Convention** – See samples below of correct and incorrect formats for student organizations web addresses:

Correct Format (web address indicates that site belongs to a club/organization):

Healthcareforall-club.com

Pridestudentclubatmwu.org

Primarycareprogressclub.com

Incorrect Format (web address gives the appearance that the site is managed by Midwestern University or one of its Colleges):

mwudental.com

ccomanesthesia.org

midwesternuniversityradiology.com

- b) Positioning Statement** – The following statement must be added to every club’s website description/home page:

“This is a student-run webpage and is not managed by Midwestern University (MWU), its colleges, or its employees. The views expressed on this website are those of the [Insert full Club Name] and are not endorsed by Midwestern University nor do they constitute any official communication from the University or its Colleges”

- c) Graphics (use with conditions)** – All official student clubs must obtain approval from the Office of the President to utilize standard graphics to represent their group. These graphics are only to be used on the channels for which they have been designed. As with most content “fixed in a tangible medium,” assume that any image is copyrighted until you can determine otherwise.

- d) Images / “Clip Art”** – Images are any non-textual illustration of information that is fixed in a tangible medium (not audio). The copyright owner of an image may be an author or a publisher, but it could be the image’s creator (especially in the case of photographs). Images include:

- Charts
- Drawings
- Figures

- Graphs
- Illustrations
- MicroSlides
- Photographs
- Slides
- Tables

Always check for accuracy before posting. Make sure you have proper permissions to post written content, images, and videos. Be careful not to post confidential information. If you believe someone has violated any privacy laws, has posted content that may be harmful or has violated the Student Handbook, contact the Office of Student Services immediately, and include a link or screen shot of the content in question.

Microsoft’s terms and conditions for use are not always clear, especially with Clip Art or other images. Microsoft does not own the images and can’t give permission for their use. The Midwestern University Office of the General Counsel does not recommend the use of Microsoft Clip Art in any document, PowerPoint presentation, or website/social media page that might be shared with others.

6.2 Social Media

Social media sites will hold individuals liable for any content or material posted to their site. Social media site users should be familiar with the Terms of Service for the social media outlet they choose to use and respect general copyright and Fair Use policies.

When using the Facebook platform, student groups are strongly encouraged to consider creating a “closed group,” instead of a public “business” or “personal” page. A closed Facebook group allows all group members to see posts, add content, and maintain their privacy; it allows members greater privacy, and still uses the administrator function to add or remove group members.

Follow the guidelines below when representing a recognized student organization or club on MWUConnect (preferred), Facebook, Twitter, Instagram, LinkedIn, or any other social media platform.

e) Naming Convention: Club name followed by “at Midwestern University” for university-wide clubs (e.g., “*Medical Spanish Club, a Student Club at Midwestern University*”), or “at Midwestern University [Full College Name]” for College-specific clubs/organizations (e.g. “*ASDA Student Chapter at Midwestern University College of Dental Medicine-Arizona*”

f) Positioning Statement: The following statement must be added to every club’s bio

or description on Facebook, Twitter, Instagram, and LinkedIn:

“This is a student-run page (or group) and is not managed by Midwestern University (MWU), its colleges, or its employees. The views expressed on this [page, feed, group] are those of the [Insert full Club Name] and are not endorsed by Midwestern University nor do they constitute any official communication from the University or its Colleges”

- g) Graphics (use with conditions):** All official student clubs must obtain standard social media graphics from the Office of Student Services. These graphics are only to be used on the social media channels for which they have been designed. As with most content “fixed in a tangible medium,” assume that any image is copyrighted until you can determine otherwise.
- h) Stock Images / “Clip Art”:** Images are any non-textual illustration of information that is fixed in a tangible medium (not audio). The copyright owner of an image may be an author or a publisher, but it could be the image’s creator (especially in the case of photographs). Images include:

- Charts
- Drawings
- Figures
- Graphs
- Illustrations
- MicroSlides
- Photographs
- Slides
- Tables

Software developers’ terms and conditions for use of are not always clear, especially with Clip Art or other ‘stock’/‘library’ images. Typically, the software companies do not own the images and therefore can’t give permission for their use. The Office of the General Counsel does not recommend the use of library/stock images (e.g. Microsoft Clip Art) in any document, slideshow presentation, or website that might be shared with others.

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APPENDIX A

MIDWESTERN UNIVERSITY

OFFICE OF STUDENT SERVICES

Pre-Approval Checklist for Midwestern University Names, Seal, Marks and Logos

This checklist is to assist student organizations with compliance with Midwestern University's Identity Guidelines for Student Clubs and Organizations (the "Guidelines"). This checklist is not a substitute for detailed review of the Guidelines and compliance with same, and nor is it a guarantee of approval of any student group's use of Midwestern University's name, seals, marks and/or logos.

Before submitting specimens of any proposed uses of Midwestern University names, seals, marks and/or logos, or original images created by students/faculty/staff, in connection with a student club or organization, please make sure that you have:

- Requested an official high-resolution file of any names, seals, marks and/or logos you intend to use with your student organization
- Ensured that any proposed use you are submitting for approval does not alter the seals and/or logos in any way, including by:
 - Stretching the seal/logo in a way that makes it lose its original proportions
 - Rotating the seal/logo, in any way that keeps it from appearing in a horizontal and straight manner
 - Changing the color of the seal/logo
 - Changing the approved typeface of the wordmark
 - Shifting or scaling individual elements that make up the logo/seal
 - Using a version of the seal/logo that affects legibility
- Ensured that no other images/non-textual illustrations, quotes, taglines, or other items have been included in the design when the Midwestern University's or its College's names, seals, or logos, or the name of a recognized student organization or club are used as part of the item design
- Ensured that any requests for designs containing non-University names and marks, seals, and logos or other graphics, designs, artwork or like (e.g., "Clip Art") include **written permission** from the owner or evidence that such permission is not required. Please enclose a statement, signed & dated by the author, indicating they grant full rights to the University and the student organization to use their original work. A sample statement is included in Attachment "1", for reference only, and can be modified as needed.
- If applicable, ensured that the student organization has received and included written

approval from an officer of any external national or international organization to use their marks or logos

- Secured color proofs/ samples of **ALL** materials with the proposed use of Midwestern University name, seals, marks and/or logos, and/or any other image/illustration/artwork.

- Complied with all other requirements set forth in the Guidelines

Requestor's Printed Name

Signature

Date

All use of Midwestern University names, seals, marks and/or logos is subject to approval by Midwestern University. Compliance with Midwestern University's Identity Guidelines for Student Clubs and Organizations and the foregoing checklist are not a guarantee of approval and such approval may be withheld at the sole discretion of Midwestern University.

Appendix A – Attachment “1”

Sample Statement Granting Permission to Student Organization to Use Original Artwork in Imprinted Item

(Date)

To whom it may concern:

*The image/drawing/picture below is original work created/taken/made by me, and
I, _____, hereby grant full rights to
(department/college/university/individual),*

so they can produce a (detailed item description)

*and use it for public distribution/promotional purposes (once, on –date–/ for a set
period of time/ indefinitely).*

(Full printed name, signature, and contact information required)