Licensing Rules for Off-campus Groups

These rules and regulations are necessary to ensure our compliance with Board of Regents policy and federal trademark laws and to ensure fairness and propriety in the use of the Georgia College name, trademarks and logos within university guidelines. Contact the Office of University Communications at (478) 445-4477 with any questions concerning these rules.

The use of any Georgia College name, logo or trademark on any product or in connection with a manufacturer, wholesaler, screen printer, in-store producer or any other supplier must be managed under a license agreement. Anyone wishing to become a licensed vendor may apply through Strategic Marketing Affiliates at http://smaworks.com/Getting-a-License.aspx

Once licensed, the use of any Georgia College name, trademark or logo by any organization, business or individual must be approved by the Office of University Communications through SMA's online approval process. Copy and design approval are also required for any use. This also includes use by nonbusiness groups or individuals, charities or other nonprofit organizations. There is NO exception to this rule.

No licensee can be granted exclusive rights for the production of any item bearing Georgia College marks.

4. It is a violation of federal trademark law to alter the Georgia College names, trademarks or logo in any way, or to incorporate them or any portion of them into the name or trademark of any other business or organization. As part of the licensing agreement, vendors agree to follow all rules and regulations contained in the Graphic Identity Program.

5. Royalties on sale: Items that are purchased or produced by any group or individual for resale will be subject to a royalty payment administered through Strategic Marketing Affiliates.

6. Advertising: The use of any Georgia College name, trademark or logo is prohibited in advertisement and commercials that promote non-Georgia College entities. Licensees and retailers of licensed merchandise may use the marks in the promotion of their licensed Georgia College merchandise only. Prior approval of advertising copy is required.

7. Associated use: Written authorization and copy approval must be obtained from the Office of University Communications prior to any activity that would associate the names, trademarks or logos of Georgia College with those of any business or organization. This includes any association that indicates support for Georgia College or any of its programs. The use of the Georgia College name, logos and trademarks is strictly prohibited when such use does or will imply endorsement by the university.

When in doubt about any form of logo or trademark usage, contact the Office of University Communications at (478) 445-4477 or email victoria.fowler@gcsu.edu.
Licensing Rules for On-campus Groups

While we do not intend to make it difficult to obtain written approval for use of the Georgia College name, trademarks and logos, these rules and regulations are necessary to ensure consistency and to protect the integrity of Georgia College's graphic identity. These regulations also ensure our compliance with Board of Regents policy and federal trademark laws. Contact the Office of University Communications at (478) 445-4477 with any questions concerning these rules.

1. The use of any Georgia College name, trademark or logo on any product or in connection with a manufacturer, wholesaler, screen printer, or any supplier must be managed under a licensing agreement. Any item bearing the name, logo or trademark of the university must be purchased from a licensed vendor.

2. The use of any Georgia College name, trademark or logo by any organization or individual must be approved in writing by the Office of University Communications prior to its use if not procuring through a vendor licensed through Strategic Marketing Affiliates (SMA). This includes uses by campus clubs and organizations, as well as academic departments and other divisions of the university, any informal campus groups, individuals, students, outside support groups or charitable organizations.

3. Items for resale: Georgia College-marked items that are purchased or produced for any division, group, club (including student organizations) or individual for resale will be subject to royalty payments to SMA. Any items purchased must come from a licensed vendor. There are NO exceptions.

4. Items for use by group members only: Georgia College-marked items that are purchased or produced by any division, group, club (including student organizations) or individual for use by its own members only will not be subject to royalty payments. Any items purchased must come from a licensed vendor. There are NO exceptions.

5. Items for use by group members only: Georgia College-marked items that are purchased or produced by any division, group, club (including student organizations) or individual for giveaway purposes only will not be subject to royalty payments. All such items must be approved in writing in advance. There are NO exceptions.

When in doubt about any form of logo or trademark usage, contact the Office of University Communications at (478) 445-4477 or email victoria.fowler@gcsu.edu.