

### Introduction

The Kellogg School of Management has a long-standing policy of protecting the symbols that are associated with its name and reputation. This policy provides the Kellogg School with a formal means to protect the use of its name and marks, to promote the image of the Kellogg School to the public as well as to the academic community, and to ensure that the Kellogg School shares in the benefits derived from commercial use of its marks.

The Kellogg School has exclusive rights to its name, logos, and trademarks, and prohibits any unauthorized use. Kellogg protects the use of the Kellogg School's name and insignias, monitors their usage, and ensures that the public properly identifies and associates the Kellogg brand with Kellogg-sponsored activities, initiatives, and printed academic and non-academic material.

The Kellogg School of Management brand must be implemented consistently across all media to be effective. Incorporating the Kellogg School name, logo, and overall message into any Kellogg School-related promotional materials benefits both the School and the individual programs, projects, and materials using the name and logo.

Programs, projects, and materials that accurately and effectively incorporate the brand benefit by being easily recognized as Kellogg School-supported initiatives, which may increase interest or response, as well as provide an aura of heightened credibility.

The purpose of this policy statement is to provide guidance on permissible use, as well as restrictions on the use, of the Kellogg School's names and marks, and to clarify responsibility for granting permission. Any individual, organization, or company wishing to use the Kellogg School's marks must have specific permission and shall be regulated by the Kellogg School. The purpose of these restrictions is to ensure that:

- Products bearing the Kellogg School's marks are of good quality;
- Each use reflects positively on the Kellogg School; and
- Any revenues generated on the sale of products and/or academic and non-academic materials generate revenues for the School.

The Kellogg School of Management may not be listed as a sponsor or collaborating presenter and the logo may not be included on any print or electronic materials without first contacting the Marketing & Communications department.

### Logo

The Kellogg School of Management logo should be included in any official communication regarding Kellogg School of Management news or events.

Any use of the Kellogg logo on materials or products offered for financial consideration is prohibited without express permission from the Kellogg School (see Marketing & Communications). For example, the Kellogg logo should appear only on cases officially part of the Kellogg Case Collection. Cases not part of the Kellogg Case Collection are not authorized to include the logo.

Materials copyrighted by individual faculty or affiliates may not use the Kellogg logo without permission. The Kellogg logo is reserved for materials copyrighted by the Kellogg School of Management or materials used to officially represent the Kellogg School.

Do not attempt to take the logo from the Web site or scan it from other sources in order to design any independent or personal print or electronic publications. The Marketing & Communications team must be consulted in the design and production of any communications that use the Kellogg School of Management logo.

Guidelines and contact information for use of the Kellogg School logo may be found at <http://kellogg.northwestern.edu/images/logo>.

### **Kellogg School Departments and Affiliated Organizations**

Kellogg School departments and affiliated organizations may not assign, sublicense, or modify the name Kellogg School of Management or any marks of the Kellogg School. All products or materials which departments, centers, or affiliated organizations wish to have produced bearing the name and marks of the Kellogg School are regulated by the Marketing & Communications department.

### **Royalties and Fees**

The Kellogg School assesses permission and royalty fees on Kellogg Case Collection case sales. Royalties generated by the case sales are transferred to the Kellogg School of Management funds, and author royalties are disbursed annually.