POLICY

1.01 OSU Institute of Technology (OSUIT) does not permit its name, the abbreviation “OSUIT” or any other derivative that has common university-wide application to be used in commercial ventures or for organizations or programs not sponsored by the institution, except as specific authorization may be granted. Exceptions to the preceding are made only after study of a formal application by an outside group wishing to use the institution's name.

1.02 Use of the university name and all variations must follow the university’s editorial style guide.

1.03 The university logo is a licensed trademark, and as such, its use is only permitted according to the standards authorized by the 7-004 Visual Identity and Publication policy and articulated within the university’s Brand Identity style guide.

PROCEDURES

2.01 Requests for exceptions to the above policy should be addressed to the Office of Marketing & Communications.

2.02 The university’s editorial style guide and brand identity style guide are available through the Office of Marketing & Communications.