

VIRGINIA MILITARY INSTITUTE
Lexington, Virginia

GENERAL ORDER)
NUMBER 42)

26 September 2023

INSTITUTE MARKETING, IDENTITY STANDARDS, AND TRADEMARK POLICY

1. PURPOSE: To govern the use of VMI logos, other graphical and editorial elements, and phraseology to establish a distinctive and consistent public image of the Institute. This General Order also establishes the Institute policy on the use of VMI trademarked items, to include the VMI logos.

2. APPLICABILITY: This policy applies to all VMI departments and offices, other organizations associated with VMI, individuals and organizations not affiliated with VMI wishing to use VMI logos or trademarks in printed material, websites, promotional materials, clothing, and all other documents, items, and digital media including letterhead, business cards, brochures, clothing items, signage, etc., as well as merchandise and other materials to be sold by licensees. Additionally, it applies to all VMI departments wishing to contract with a third party for communications or marketing services.

3. AUTHORITY AND RESPONSIBILITY: The Director of Communications and Marketing is the Board of Visitors' designee responsible for the administration of this policy in accordance with Virginia Code § 23.1-1301(B)(9). The Director of Communications & Marketing is responsible for establishing standards for and approving use of VMI logos for commercial purposes, non-commercial Institute purposes, and other non-Institute uses, and for coordinating with the Institute's licensing agent. Notwithstanding the above, the Associate Athletic Director of External Relations is responsible for approving use of the VMI logo for use on athletic uniforms and in publicity materials produced by the Office of Athletic Communications.

4. POLICY:

- a. All entities associated with VMI will adhere to the provisions of the *Editorial Style Guide* and *Identity Standards* manuals published by the Office of Communications & Marketing. These standards apply to all documents, communications, and materials intended for internal or external audiences. The current style guide and manual are posted to the Communications & Marketing website at www.vmi.edu/identitystandards. For the purposes of this policy, "entities associated with VMI" include all Institute offices and departments, the VMI Alumni Agencies (the VMI Alumni Association, the VMI Foundation, the VMI Keydet Club), VMI Athletics, and all cadet clubs and teams established under General Order 67 or other authority of the Institute.
- b. Use of VMI logos, wordmarks, seal, crest, and other identity elements by entities associated with VMI and non-affiliated entities must be approved by the Office of Communications & Marketing. If the proposed use of VMI logos, wordmarks, seal,

crest, or other identity elements is for a fundraising activity, such activity must be approved under the provisions of GO 44, Solicitation Policy, prior to consideration of the proposed use.

- c. Vendors performing contract work involving use of logos, wordmarks, seal, crest, and other identity elements must abide by this policy, the *Editorial Style Guide*, and the *Identity Standards* manual.
- d. Any VMI department wishing to contract with a third party for communications and marketing services must first consult and gain approval of the director of communications and marketing prior to the procurement process. This applies to all marketing, advertising (digital and traditional), communications, social media, web, mobile applications, videography, and photography services.

5. VIOLATIONS:

- a. Reports of violations of this policy should be made to the Office of Communications and Marketing.
- b. The Director of Communications and Marketing or designee, in consultation with VMI legal counsel, may issue a cease-and-desist letter directly to the offender or instruct the Institute's licensing agent to do so.

6. EXCEPTIONS: Requests for exceptions to this policy must be submitted to the Director of Communications & Marketing for approval by the Chief of Staff.

FOR THE SUPERINTENDENT:

John M. Young
Colonel, Virginia Militia
Chief of Staff

DIST: E, Cadets

OPR: C&M