

## 6Hx19-1.32 UNAUTHORIZED USE OF COLLEGE IDENTIFIERS

The purpose of this Board Rule is to establish Board policy prohibiting the unauthorized use of the College name.

In order to preserve the trademark protections for the College's name and for "PHSC" and to preserve the integrity of the College's logos, marks, and other identifiers, (collectively referred to herein as "Identifiers") no person or entity shall be authorized to use those identifiers in any manner unless such use is approved, in writing by the President or the Executive Director of Marketing and Communications. Specifically no person shall intentionally:

1. Use the identifiers of the College to endorse a product or service offered by any person or organization other than the College; or
2. Use the identifiers of the College to endorse a political ideology, party, or candidate; or
3. Use the identifiers of the College to endorse or sponsor any occasion or event; or
4. Attribute to the College any editorial opinion, political ideology or philosophical position or idea; or
5. Seek or obtain any organizational membership in the name of the College; or
6. Contribute any funds in the name of the College to any person or organization;

This Rule shall not be construed to prohibit any person from truthfully identifying himself or herself as a student, employee, or faculty member of the College as long as such person does not attribute to the College any statements or actions in violation of the foregoing prohibitions.

Rule Adopted: 4/28/92; 10/21/97;  2/14/05;  12/15/08; 05/19/15

Effective Date: 4/28/92; 10/21/97;  2/14/05;  12/15/08; 05/19/15

General Authority: FS 1001.64; 1001.65

Other References:

Law Implemented: FS 1001.64(1)(2)(4)(5); 1001.65(1)(6); 112.313 (6)

Proposer: Katherine M. Johnson, President

■President's Cabinet Approval – Non-Substantive/Editorial