

Ouachita Baptist University Name and Logo Licensing Policies

The purpose of this policy is to protect and control the use of the Ouachita Baptist University name and the university logos (the seal and the tiger) and establish a method by which entities may license use of the name and logos. Generally, use of the Ouachita Baptist University name and trademarked logos should follow these guidelines:

- The logos should not be altered in any way.
- When referring to the university on products, the following naming should be used: Ouachita Baptist University, Ouachita, OBU, Ouachita Baptist University Tigers, Ouachita Tigers, or OBU Tigers.
- The name or logos should never be used in a manner that might associate or imply endorsement by the university of an outside business or product without proper authorization from the university.
- Faculty, staff and students of the university may not use the name or logos in any manner that suggests support or endorsement of a candidate for public office or any activity that is not officially sponsored by the university.
- The university name or logos may not be used to promote any of the following products: tobacco, alcohol, games of chance, sexually oriented or sexually suggestive products.
- The university name or logos may not be used in conjunction with text or graphics that are judged to be related to tobacco use, alcohol use, games of chance, or are judged to be sexually suggestive.

Use on Websites or Publications

Use of the university name or logos on websites not affiliated with the university must be approved by the Office of Communications. Use of the university name or logos on printed materials created by or distributed by non-university sponsored organizations or activities must be approved by the Office of Communications.

Use on Merchandise or Products

University departments or sponsored organizations may use the university name or logos if the general guidelines above are followed. The official university logos should be obtained from the Office of Communications, I.T. Services, or approved vendors. Any items displaying the university name or logos that are to be sold (even if they are sold as fundraisers) by university departments or sponsored organizations must also meet the following guidelines:

- The design must be approved by the OBU Bookstore or by Campus Activities.
- Sale items promoting a specific university event or organization are exempt from royalty requirements. Sale items promoting the university are subject to a 10% royalty on the gross sales.
- All sale items are subject to collection and payment of Arkansas sales tax. At the conclusion of the sale, a tabulation of gross sale proceeds must be submitted to Business Services for sales tax reporting, along with payment of the sales tax due and any royalties.
- Items that are distributed for a suggested donation amount are exempt from sales tax. If an item is offered for a suggested donation amount, the department or organization may suggest an amount that should be donated to receive the item but must be prepared to receive less than the suggested amount, including nothing.
- Internal use items or promotional giveaways (nothing is collected in exchange) are exempt from these guidelines.

Non-university organizations or entities may use the university name or logos or items or products for sale if the general guidelines above are followed. The official university logos should be obtained from the Office of Communications, I.T. Services, or approved vendors. Any items displaying the university name or logos that are to be sold must also meet the following guidelines:

- The design must be approved by the OBU Bookstore prior to production. Complete the OBU Licensing Agreement and submit it to licensing@obu.edu.
- Sale items displaying the university name or logos are subject to a royalty of 10% on the gross sales or a flat-rate negotiated amount. At the conclusion of the sale, or monthly if the sales are on-going, a tabulation of gross sale proceeds must be submitted to Business Services along with payment of the royalties due.

Ouachita Baptist University
Licensing Agreement Request

Contact Name: _____
Organization: _____
Contact Phone: _____
Contact Email: _____

Licensing is requested for the following:

- _____ Internal use or promotional giveaway items
- _____ Fundraising "suggested donation" items
- _____ Products for sale

Description of the items, including the purpose:
(Artwork should be submitted)

Estimated number of units: _____
Estimated sales price (if for sale): _____

Approval requested by (date): _____
Duration/location of the sale or event: _____

By submitting this request, I acknowledge and agree to the Ouachita Baptist University Name and Logo Licensing Policies.

Internal use only:

Request reviewed by: _____

_____ Approved

_____ Not approved, for the following reason(s):

_____ Sales tax required?

_____ Royalties required?