

**RESOLUTION F01-17**

**ADOPTION OF POLICY 5.39  
MARKETING AND BRANDING**

WHEREAS, Shawnee State University is the owner of all rights, titles and interest in its trademarks, trade names, graphic images, logos, seals, symbols, mascot, taglines, and any other marks associated with the University and its brand; and

WHEREAS, the University's brand is a valuable asset and should be promoted and protected; and

WHEREAS, the Office of Marketing and Communications is the official manager of the SSU brand and has an interest in establishing rules and guidelines regarding its use; and

WHEREAS, a clear policy and guidelines for branding will provide direction to both internal university constituents, external partners, and the public regarding protocol and authorized use of the university brand, its marketing resources, and the role and responsibilities of the Office of Marketing and Communications.

THEREFORE BE IT RESOLVED that the Board of Trustees of Shawnee State University approves Policy 5.39, Marketing and Branding.

(February 10, 2017)