



UTS NAME USE POLICY:

Union Theological Seminary Name Use Policy

Introduction

The Union Theological Seminary (UTS) name and logo are registered trademarks of UTS. The UTS Name Use Policy outlines rules for the use of the institution's name and likeness for the internal campus community and external individuals and organizations.

Policy Statement

The UTS name and associated marks cannot be used in any way to imply endorsement of unaffiliated organizations.

Both in keeping with UTS's educational mission, and also as a non-profit, private institution of higher education, UTS is limited in the activities it can engage in on behalf of commercial or for-profit entities or enterprises. Members of the UTS faculty or staff cannot endorse or advocate for non-affiliated, for-profit businesses or operations in the context of UTS's non-profit academic and administrative operations.

All non-UTS entities — including but not limited to commercial firms, vendors, contractors, marketing professionals, institutions and service providers not affiliated with UTS — must adhere to UTS's guidelines to include references to the institution or its likeness in information intended for electronic or printed publication or dissemination.

UTS must approve in advance the use of its name in all third-party marketing materials including, but not limited to, press releases, brochures, videos and websites, as outlined in the standards below. Reproduction or dissemination of news produced by UTS does not require approval if done so within the parameters outlined in this policy.

This policy outlines standards for:

- Photography/Publishing Rights and Permissions
- Marketing for External Groups Using UTS Facilities
- Reproduction and Dissemination of UTS News

Procedures

Contact the Marketing Communications team in the Office of Communications & Marketing with all name-use and still and motion photography requests falling within this policy by phone at online@uts.columbia.edu.



Photography/Publishing Rights and Permissions

This provision applies to non-UTS entities. Such entities cannot refer to Union Theological Seminary — by name or by representation through its logo or still or motion images — in any mass marketing materials without express written approval of UTS specific to the use.

Entities desiring to use the trademarked Union Theological Seminary name or images in any online, print or other media can refer to the relationship with UTS only in a specific and factual manner, and must follow UTS's standard photography guidelines for image use.

Entities cannot use the UTS logo, place mention of UTS prominently on their website, nor can they refer to the entity known as Union Theological Seminary in any mass marketing materials without express written approval. If UTS is included in Web references, UTS should not be exclusively featured without written consent. However, UTS can be included in a client list, as specified in #4 below.

When mentioning UTS, and upon receiving approval, entities must refer to the specific project or relationship with UTS. For example, it would be acceptable for materials to state, "Smith Co. has designed John Doe dorm for the Facilities Department at Union Theological Seminary," "Smith Co. Supplies Parts to Union Theological Seminary," or "Smith Co. worked with UTS's Facilities Department." It would NOT be acceptable to state, "Union Theological Seminary teams up with Smith," "Union Theological Seminary has partnered with Smith," or "Union Theological Seminary uses Smith." This applies especially in cases in which the relationship is for a department-specific, rather than UTS-wide project. When UTS is referenced, UTS cannot be mentioned first in the sentence, headlines or section headers (see examples above).

Other than a listing of UTS's name in a client list, Union Theological Seminary must review and approve any copy — print or digital — that mentions Union Theological Seminary (including body content, headlines and captions) before it proceeds to any new or further publication. Third-party entities requesting to use the Union Theological Seminary name or likeness must agree in writing to adhere to these guidelines.

Photographers – or their contract employers – wishing to capture images of UTS for promotional or publicity purposes must also receive in writing from UTS explicit agreement for the intended use. Permission to capture images does not constitute approval of their eventual use, which is subject to review by UTS. The use of any still or motion photographs is bound by the agreement reached for the approved particular print or digital project.

The following images are not allowed in any third-party marketing materials (Other images may be captured, or UTS can provide general campus photography that is fair use upon request):



Photos or visual representations of iconic symbols of Union Theological Seminary, including all or recognizable portions of the James Tower, James Chapel, and any images that include the UTS logo or seal. Photos of the interior or exterior of James Chapel. Photos including people at UTS should not include anyone that is identifiable without UTS's written permission.

Marketing for External Groups Using UTS Facilities

This policy outlines requirements for non-UTS organizations that wish to market events taking place at UTS. Adherence to these guidelines will expedite the approval process.

All materials for groups hosting programs at UTS must adhere to laws and statutes governing copyrights and trademarks.

Marketing materials should make it clear that your organization is the sponsor of the event. Therefore, the hosting organization's logo and/or group name should be prevalent throughout the materials. References to UTS should generally indicate the event is happening at UTS. The sponsoring organization's contact information should be prevalent in all marketing materials. UTS's contact information should generally not be included in materials. Links and references to UTS's website(s) should be used only to inform readers about the campus or area where the event will be taking place (i.e. driving directions, general information, etc.). They should not be a key source of information for the organization's event. Language and/or titles that are similar to pre-existing Union Theological Seminary entities or events are generally not allowed.

The Union Theological Seminary logo and seal should not be used unless expressed written permission is given from UTS's Office of Communications & Marketing.

Visual images of UTS should not be the central focus of the hosting organization's marketing materials. The content and purpose of the organization's event or meeting should remain the focus throughout the marketing materials — not the location where the event is taking place. The following images are not allowed in any marketing materials (UTS can provide some general campus photography that is fair use upon request):

Photos or visual representations of iconic symbols of Union Theological Seminary, including the James Tower, James Chapel, and any images that include the University logo or seal.

Photos of the interior or exterior of any James Chapel.

Photos including people at UTS should not include anyone that is identifiable without UTS's written permission.



All photo and video shoots at Union Theological Seminary must be approved prior to groups coming to campus.

Organizations in the process of developing marketing materials should contact the Office of Communications & Marketing at online@uts.columbia.edu.

Reproduction and Dissemination of UTS News

Union Theological Seminary encourages news organizations and not-for-profit entities to reproduce and disseminate news content created by UTS, provided that the appropriate credit accompanies the use of text or images.

This includes news media organizations, schools and educational institutions, foundations and grant-making agencies, governmental organizations and civic groups, among other non-commercial entities.

These organizations may link to or copy full versions or substantive excerpts of UTS news stories or video for news, research or educational purposes, including credit as instructed below.

When the author's byline is embedded in the story or copied as part of the reproduced content, the following credit or caption should appear with the story: "Courtesy of Union Theological Seminary" (credit) or "Union Theological Seminary" (caption).

When a byline is removed from the story, the following credit should appear with the reproduced content: "[Name of author], Union Theological Seminary."

Commercial, entertainment or business entities seeking to reproduce Union Theological Seminary material must contact the Office of Communications & Marketing. Email online@uts.columbia.edu.

Related Policies

Commercial Photography or Filming

Use Of Campus Space By External Third Parties

Access to Campus for News Media

Policy Owner: Office of Communications & Marketing

Approved By: Office of Communications & Marketing

Contact Info: Office of Communications & Marketing

Email: online@uts.columbia.edu