

Title: Use of Boston College Indicia
Code: 1-100-050
Date: 2-15-02rev
Approved: WPL

Purpose

To regulate the use of Boston College's indicia in order to protect the proprietary interests of the University, and to maintain graphic standards and a visual identity that reinforce the mission and values of Boston College.

Definitions

For purposes of this policy, **indicia** are defined as registered and unregistered University trademarks and logos.

External commercial use constitutes the licensed manufacture and sale, by third-parties to the general public, of goods imprinted with any of the Boston College indicia.

Internal commercial use constitutes the use of Boston College indicia by individuals, student organizations, University departments, and other units of the University in order to promote or sponsor University-sanctioned activities through the sale of shirts, watches, and similar merchandise imprinted with any of the University's indicia.

Internal official, or noncommercial, use constitutes the use of Boston College indicia in or on manufactured goods, including signage, publications, and banners that are not subject to the University's Graphic Identity System; awards; uniforms; athletic paraphernalia; and other devices of the University that are not sold and are used in the ordinary course of conducting the business and affairs of the University.

(Please see policy [1-135-100](#), Office of Marketing Communications -- Marketing Communications, for information regarding the University's [Graphic Identity System](#).)

Policy

The Office of the General Counsel registers the University's indicia with the appropriate agencies of the Commonwealth of Massachusetts and the federal government. The registered indicia of Boston College are: "Boston College," "Boston College A Jesuit University," "B.C.," "Boston College Eagles," "B.C. Eagles," "The Heights," "AHANA," "Gaelic Roots," "Chief Executive's Club of Boston," "Blue Chips," the Blue Chips seal, the seal of the Graduate School of Management, and the seal of the University. Included among the indicia of Boston College are various registered and unregistered graphic logos. Additional information regarding these graphic logos is available from the Boston College Associate Athletic Director, External Operations, who serves as the University's Campus Licensing Coordinator.

The indicia of the University are the property of Boston College. To protect the proprietary interests of Boston College, individuals and businesses unrelated to the University that propose to use the indicia of Boston College for commercial purposes must obtain a license to do so. All such external requests for commercial use of the Boston College indicia are managed by a licensing agent retained by the University. Inquiries regarding the **external commercial** use of the indicia of Boston College are to be directed to the University's Campus Licensing Coordinator.

To protect the University's indicia from inappropriate use, and to maintain established graphic standards, it is essential that all **internal** use of the University's indicia be monitored. Those individuals, student organizations, University departments, and other units of the University that propose to use the University's indicia for commercial or official purposes, must obtain the following permissions to do so:

- All requests to use the indicia of Boston College for **internal commercial** purposes must be approved by the University's Campus Licensing Coordinator, in consultation with the Office of Marketing Communications. Student organizations, moreover, must first secure approval from the Office of the Dean for Student Development.
- All requests to use the indicia of Boston College for **internal official** purposes must be approved by the University's Campus Licensing Coordinator, in consultation with the Office of Marketing Communications.

Pursuant to the terms of the agreement between Boston College and its licensing agent, **internal commercial** and **internal official** uses of the University's indicia do not require the payment of licensing fees. However, merchandise that bears the Boston College indicia for such purposes must be purchased from manufacturers that participate in the University's licensing program.

Exclusive Use of Indicia

Certain of the Boston College indicia are identified with and reserved for the exclusive use of specified organizational units. Please consult the University's Campus Licensing Coordinator for additional information regarding these restricted indicia.

Posted: April 22, 2002
