

Defiance College Trademark and Brand Use Statement

The names, logos, seals, symbols, wordmarks, athletic marks, slogans, and other identifying elements associated with Defiance College are valuable institutional assets. These trademarks and brand elements represent the College's identity, reputation, academic programs, athletic programs, and community.

Use of Defiance College trademarks or other official brand elements must be authorized by the College and must follow applicable brand standards. Unless written approval has been provided by an authorized College representative, individuals and organizations may not reproduce, modify, distribute, sell, license, or otherwise use Defiance College trademarks in connection with merchandise, advertising, promotional materials, websites, social media, digital content, artificial intelligence-generated content, events, fundraising activities, or other public communications.

Employment by, enrollment at, affiliation with, or volunteer service to Defiance College—including service as a coach, faculty member, staff member, student, alumnus, contractor, vendor, or community partner—does not independently grant permission to authorize others to use the College's trademarks. Approval must be obtained through the College's designated review process before a third party creates, publishes, manufactures, or distributes materials featuring an official College mark.

Defiance College trademarks may not be altered, combined with other graphics, used in a misleading manner, or presented in a way that suggests College sponsorship, endorsement, affiliation, or approval when none exists. Third-party creators and vendors are responsible for obtaining all necessary permissions before using College-owned materials or incorporating content owned by others into work produced for or associated with the College.

Defiance College reserves the right to request the correction, removal, or discontinuation of any unauthorized or inappropriate use of its trademarks and other intellectual property and to pursue available remedies when necessary.