

University Identification Guidelines

The American University of Beirut uses certain symbols to represent itself to the public: the full name, "American University of Beirut" and the acronym "AUB" ("Official Name and Acronym"); the official logo consisting of the University Seal, the acronym and other English and Arabic text ("Official Logo"); and the University seal alone ("Seal"). To ensure that these symbols appear in a consistent manner in all materials, this memorandum contains guidelines for their use.

The first part of this memorandum provides basic guidelines on how the University should be referred to and how to use the Official Logo and Seal.

The second part of this memorandum explains that these symbols also function as the University's trademarks and provides some principles you should follow to ensure that your use of the symbols strengthens and does not undermine the University's legal rights in its trademarks.

Besides following these guidelines, we recommend that all AUB personnel consult with the Office of Communications, so that the Office of Communications can provide accurate images of the Logo and Seal and guidance on the proper way to display these images or use the Official Name and Acronym. You can reach the Office of Communications at ext. 2650/1.

Before permitting any non-AUB personnel to display the Official Name and Acronym, the Official Logo, or the Seal in any manner, you must notify the Office of Communications, provide details regarding the nature of the third-party use, and obtain prior written approval for such use.

Graphic Guidelines

A. OFFICIAL NAME AND ACRONYM

When referring to the University in documents that will be distributed off-campus, the first reference should be the full Official Name: "American University of Beirut." Thereafter, the University should be referred to as "AUB." You should never refer to "The AUB."

B. LOGO

The Official Logo should be displayed whenever it is appropriate to use a graphic design to represent the University. An image of the Official Logo is attached to this memorandum. A non-exhaustive list of appropriate uses for the Official Logo is as follows: publications, business cards, department and office letterheads and envelopes, university web pages, video productions, and posters and signs. The Official Logo should always appear in its entirety and in a size that is of the same proportions as those that appear in the attached images, so that it will never appear "stretched." The Official Logo should be used only in the color schemes below. You should direct to the Office of Communications any questions regarding which color version is appropriate to use.

Official Logo – full color version

In its full color version, the elements of the Official Logo appear in green, red, and black as follows:

- the Seal – red for the exterior circle, green for the cedar tree, black for English and Arabic lettering;
- “AUB” – black
- “American University of Beirut” in English and Arabic – black

Official Logo – two-color version

The two-color Official Logo appears in two colors, green and red, as follows:

- the Seal – red for the exterior circle and green for the cedar tree and lettering;
- “AUB” – green;
- “American University of Beirut” in English and Arabic – green;

Official Logo – white version

This version of the Official Logo is all white and should be used primarily in one-color publications.

Official Logo – black version

This version of the Official Logo is all black and should be used internally only, such as in memoranda that are distributed only within the University, or one-color instruction manuals.

C. SEAL

The University seal is round and consists of the following:

- a round, red circle
- a green tree
- black text: “American University of Beirut” in English and Arabic; “1866”; and the Latin “Ut Vitam Habeant Abundantius Habeant”

The University Seal should be used on legal university documents, such as diplomas, and only after consulting with the Office of Communications.

TRADEMARK USE

“American University of Beirut” and “AUB,” the Official Logo and the Seal all are trademarks of AUB (collectively, “AUB Trademarks”), which AUB has the exclusive legal right to use for educational services and related activities. AUB's trademark rights are affected by the manner in which the trademarks are used. For example, if AUB fails to use consistent versions of its trademarks or permits non-AUB entities or persons to use the trademarks for various services without any conditions governing that use, it could lose its rights in the AUB Trademarks. This section explains certain practices essential to preserving AUB's trademark rights.

1. Present a Consistent Version of the AUB Trademarks

A trademark is meant to help the public identify and distinguish one entity's goods or services from those of another; it must have a consistent appearance, or it ceases to perform that function. If a trademark owner changes the appearance of its trademark, it may lose its right to that trademark. Sometimes even a very slight change constitutes a break in continuous use and can

lead to an abandonment of trademark rights. For these reasons, the guidelines in the preceding sections not only make sense in terms of design, they also protect AUB's trademark rights.

2. Use the AUB Trademarks in Connection with Services

In the United States, trademark rights arise from using the trademark in connection with goods or services that are offered to the public. To ensure that the AUB Trademarks are used in a manner that gives rise to trademark rights, they should appear on all materials distributed in connection with AUB's educational services, publishing activities, and fund-raising activities. AUB's trademark rights are supported by using the AUB Trademarks in pamphlets, books, program brochures, seminar posters, registration forms, or other informational materials. AUB's trademark rights are not supported by using the AUB Trademarks on stationary, note cards or business cards, because these materials are used mainly for business purposes, rather than to offer services to the public.

3. Use “American University of Beirut” and “AUB” as Trademarks

“American University of Beirut” and “AUB” can function either as the business name for the University or as one of its trademarks. When you use either to refer to the University, it operates as a business name. When you use either in connection with the services that the University provides, it operates as a trademark if it is used in a proper trademark manner. Using the phrase or acronym in a proper trademark manner, where appropriate, will strengthen the University's rights in these trademarks. The bullet points below explain how to ensure that, when appropriate, “American University of Beirut” and “AUB” are properly used as trademarks:

- **Adjectival Use.** When appearing in regular text, the words “American University of Beirut” or the acronym “AUB” function as a trademark only if used as an adjective, e.g., “AUB educational programs are extensive.” When the same words are used as a noun, they do not function as a trademark, e.g., “AUB provides extensive educational services,” “AUB's educational programs are extensive.” (In these examples, “AUB” and “AUB's” refers to the university as an institution.) Whenever you are referring to the University's services or activities, try to use the words “American University of Beirut” and “AUB” as adjectives, so that the University can maintain its rights in these words as its trademarks.
 - **Distinctive Fonts.** When used adjectively as trademarks, the words “American University of Beirut” and the acronym “AUB” should be set off by using a font that is slightly larger size or a different color or style from other text on the page. (Please note that you should not use a distinctive size, color or size font in sentences where the words “American University of Beirut” or “AUB” are being used as the University's business name, and are not functioning as a trademark.)
 - **Display in Headings.** Whenever possible, the trademarks “American University Of Beirut” and “AUB” should appear alone [?] in headings, on side bars, at the top of the page, or in other formats that indicate they are trademarks and not just the business name of the company.
- 4. Use the TM or ® Symbol**

AUB is in the process of registering its trademarks. For now, the TM symbol should appear at the top right hand corner of the Official Logo or Seal, or “American University of Beirut” and “AUB” whenever these phrases appear in a heading, side bar or caption. Once the University has completed registering the AUB Trademarks, the "®" symbol should appear at the top right hand corner of “American University of Beirut” and “AUB.” The Office of Communications will notify you when you should begin to use the "®" symbol.

5. Those Outside the University May Use the AUB Trademarks Only With Written Permission

No person or entity outside the university should be permitted to use the AUB Trademarks in any manner unless they first obtain a written license from AUB. Further, AUB should ensure that licensees comply with the graphic standards set forth in this manual and should review the licensee's use of the AUB Trademark before any materials are distributed to the public. Such control is necessary because (a) granting another party permission to use one's trademark without controlling that use can constitute abandonment of trademark rights, and (b) since an entity's use of the AUB Trademarks indicates AUB's endorsement, AUB needs to protect these trademarks from being used in a manner that is incompatible with its mission.

To request permission for a third party to use the AUB Trademarks and to receive an official electronic version of the logo contact the Office of Communications at ext. 2650/1.