

Cheyney University Procedure for Procurement of items using Cheyney Brand

Procedure: Purchasing items with the Cheyney Brand in mind - Requesting Use of the Cheyney Brand

Purpose: In order to preserve our University's branding, pricing, and procurement processes, please seek approval from the following staff members before submitting your order. Products bearing University Trademarks and distributed for resale, as premiums, or for any other purpose are subject to the licensing requirements of this Policy.

Definitions:

"Products," for the purposes of this policy, refers collectively to merchandise, premium items, websites, promotional materials, and other products.

"Trademarks" include all names, initials, logos, symbols, indicia, insignia, trade names, service marks, and trademarks of the University.

The use of any trademark that identifies or is associated with Cheyney University may not be used without prior express written authorization.

The Trademarks of the University will not be used in the promotion of weapons, alcohol, tobacco, or "recreational" drug products. The University reserves the right to prohibit other uses that it deems inappropriate and as being inconsistent with the image and mission of an educational institution. Products bearing University Trademarks and produced without proper written University authorization may be considered counterfeit or infringing and subject to all available legal remedies, including but not limited to, seizure of the Products.

1. Lauren Moffett, Associate Director of University Communications & Technology
 - a. Lauren will be assessing your use of Cheyney's branding, logos, and messaging.
 - b. Please consult our [Branding Book](#) for guidelines on using our CheyneyMade logo
 - c. If you need copies of the various logos, please contact Lauren at lmoffett@cheyney.edu
2. Alvin Cooley, Purchasing Manager
 - a. Alvin will be assessing your provided documentation to see if your items are in compliance with our shared procurement agreements. He will ensure that we have the best vendor and pricing for your materials.
 - b. Questions regarding shared procurement agreements, please contact Alvin at acooley@cheyney.edu