Use of University Identification

The University and its members have a shared interest in the use of the Claremont Graduate University (CGU) name and related insignias and images. Over generations, the name has been invested with value through the efforts of innumerable individuals. It is an intellectual as well as a financial asset in which the members of the University have a common stake. To protect that value, individual members are expected to observe the University’s policy on the use of its name, insignias, and images.

All faculty, staff, and students of the University should take reasonable precautions to prevent the organizations and individuals with whom they work from using the Claremont Graduate University name, or making representations about CGU, in ways that suggest that the University sponsors or endorses their activities. Attaching the CGU name or symbol to any activity implies a form of institutional accountability.

Before any individual or group of individuals uses the name, symbols, or insignia of CGU or any of its affiliated schools, centers, and institutes to represent an activity or convey to any persons or entities approval for using the CGU name, symbols, or insignia, they must receive written approval. If an activity is being undertaken by a University-sanctioned organization (i.e., Graduate Student Council), those involved shall obtain permission to use the CGU name, symbols, or insignia from the provost; if an activity is being undertaken by a school or affiliated institute or center, permission shall be obtained from the relevant dean or vice president. If use of the CGU symbols or insignia is being sought by any group outside of the University or not sponsored and sanctioned by the University, then written permission shall be obtained from the provost of the University. Failure to obtain such written approval shall result in sanctions, which may include suspension, probation, or other actions as appropriate.

Adopted by Executive Staff October 26, 2000