

VIRGINIA MILITARY INSTITUTE  
Lexington, Virginia

GENERAL ORDER)  
NUMBER 42)

17 August 2020

**INSTITUTE IDENTITY STANDARDS AND TRADEMARK POLICY**

**1. PURPOSE:** To govern the use of VMI logos, other graphical elements, and phraseology to establish a distinctive and consistent public image of the Institute. This General Order also establishes the Institute policy on the use of VMI trademarked items, to include the VMI logos.

**2. APPLICABILITY:** This policy applies to all VMI departments and offices, other organizations associated with VMI, individuals and organizations not affiliated with VMI wishing to use VMI logos or trademarks in printed material, websites, promotional materials, and all other documents, items, and digital media including letterhead, business cards, brochures, clothing items, signage, etc., as well as merchandise and other materials to be sold by licensees.

**3. AUTHORITY AND RESPONSIBILITY:** The Director of Communications and Marketing is the Board of Visitors' designee responsible for the administration of this policy in accordance with Virginia Code § 23.1-1301(B)(9). The Director of Communications & Marketing is responsible for establishing standards for and approving use of VMI logos for commercial purposes, non-commercial Institute purposes, and other non-Institute uses, and for coordinating with the Institute's licensing agent. Notwithstanding the above, the Associate Athletic Director of External Relations is responsible for approving use of the VMI logo for use on athletic uniforms and in publicity materials produced by the Office of Athletic Communications.

**4. POLICY:**

- a. All entities associated with VMI will adhere to the provisions of the *Identity Standards* manual published by the Office of Communications & Marketing. The current manual is posted to the Communications & Marketing website at [www.vmi.edu/identitystandards](http://www.vmi.edu/identitystandards). For the purposes of this policy, "entities associated with VMI" include all Institute offices and departments, the VMI Alumni Agencies (the VMI Alumni Association, the VMI Foundation, the VMI Keydet Club), and all cadet clubs and teams established under General Order 67 or other authority of the Institute.
- b. Use of VMI logos, wordmarks, and other identity elements by entities associated with VMI and non-affiliated entities must be approved by the Office of Communications & Marketing. If the proposed use of VMI logos, wordmarks, or other identity elements is for a fundraising activity, such activity must be approved under the provisions of GO 44, Solicitation Policy, prior to consideration of the proposed use.
- c. Vendors performing contract work involving use of logos, wordmarks, and other identity elements must abide by this policy and the *Identity Standards* manual.

**5. VIOLATIONS:**

- a. Reports of violations of this policy should be made to the Office of Communications and Marketing.
- b. The Director of Communications and Marketing or designee, in consultation with VMI legal counsel, may issue a cease and desist letter directly to the offender or instruct the Institute's licensing agent to do so.

**6. EXCEPTIONS:** Requests for exceptions to this policy must be directed to the Chief of Staff.

FOR THE SUPERINTENDENT:

James P. Inman  
Colonel, US Army (Ret.)  
Chief of Staff

DIST: E, Cadets

OPR: C&M