

Policy on the use of the name, logo and image of the University

University of Milan-Bicocca

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SCOPE OF APPLICATION

01. This document sets out the rules governing the use of the name, logo and image of the University of Milan-Bicocca.
02. Audio-visual recordings and photographs carried out in the public interest or in the context of journalistic activities, as well as press conferences held for institutional purposes of the University, are permitted in accordance with applicable law.
03. The use of the name and logo by university spin-offs is governed by the University Regulations on the establishment of academic spin-offs.

1. NAME, LOGO AND IMAGE

01. The official name of the University (hereinafter referred to as the “**Name**”) is “**Università degli Studi di Milano-Bicocca**”.
02. The University logo consists of a three-dimensional geometric figure, namely Leonardo da Vinci’s octahedron in grey, positioned centrally, with the wording “**Università degli Studi di Milano-Bicocca**” arranged around the figure.
In reproductions exceeding 30 cm, the wording “**AUDENTES FORTUNA IU VAT**” shall be included beneath the logo (*for further details, please refer to the Corporate Identity Manual*).
03. The image of the University, understood as the representation of its internal and external structures, constitutes a distinctive and essential element of the institution.
04. The Name, logo and image of the University are protected under applicable law.
05. University organisational units, except for those already authorised to use their own logo (*see the “Corporate Identity” section at <https://www.unimib.it/comunicazione>*), may propose the creation of their own logos, provided that such logos differ in both colour and shape from the official University logo.
The creation and use of such logos shall be subject to prior authorisation by the General Management Area and, in any case, shall be permitted only in conjunction with the University logo.

2. USE OF THE NAME AND LOGO FOR INSTITUTIONAL PURPOSES

01. The use of the Name and logo of the University is an exclusive prerogative of the University, its governing bodies and its academic, administrative and service units, which shall use them in connection with their institutional activities.
02. University staff (*administrative personnel, faculty members and researchers*) may use the Name and/or logo of the University without prior authorisation in the following cases:
 - a. on the websites of University units;
 - b. on documents and/or promotional materials relating to institutional activities and/or projects funded at national and international level, promoted both centrally and within departments;
 - c. on official letterhead and/or business cards of professors, researchers and technical-administrative staff, exclusively within the scope of their institutional activities;
 - d. on documents submitted for the award of University degrees, such as undergraduate and doctoral theses; in this regard, University staff shall comply with the provisions established by their respective academic units (*Degree Programmes, Departments, etc.*) in accordance with these guidelines.
03. The use of the Name and logo on invitations, posters, brochures, press releases, leaflets, web pages and other materials relating to initiatives and events organised by third parties, whether public or private, in

collaboration with University units and/or individual faculty members or researchers, shall be subject to prior authorisation by the relevant administrative unit or department.

04. The use of the Name and logo in intellectual works (*publications*) produced within the institutional framework by University staff may be governed by the relevant publishing agreements to which the University is a party.
05. In cases other than those listed above, the use of the Name and logo shall be subject to prior review by the General Management Area. Requests must be submitted to comunicazione@unimib.it using the template set out in **Attachment A**.
06. Where circumstances arise that may be detrimental to the University's name, image, decorum or reputation, the University may refuse or revoke authorisation at its sole discretion.
07. For promotional purposes, the University reserves the right to organise independently the production and distribution of merchandise, including gadgets, clothing, commemorative items and stationery bearing its Name and/or logo.

3. USE OF THE UNIVERSITY NAME AND LOGO BY THIRD PARTIES

01. The use of the University's Name and logo by third parties on materials and documents relating to activities and projects carried out under scientific and/or academic cooperation agreements with the University shall be permitted, subject to prior authorisation by the relevant University department, under the following conditions:
 - such use shall not be for advertising purposes or for the promotion of products or services, nor for any other commercial purpose;
 - such use shall be limited to the specific initiative concerned and to its duration;
 - no harm shall be caused to the University's name, image, decorum or reputation, and the University shall be held harmless from any liability or obligation arising therefrom, including any misleading or disparaging use.
02. The use of the Name/logo in connection with initiatives or activities organised by third parties on University premises, or involving University faculty and/or technical-administrative staff acting in a personal capacity as speakers, shall be subject to prior review by the General Management Area and subsequent authorisation by the Rector upon a duly reasoned written request submitted by the organising entity. Requests must be submitted to the General Management Area (comunicazione@unimib.it) using the template set out in **Attachment B**.
03. The use of the Name and logo of the University or its structures for promotional purposes or as a guarantee of the quality of products or services by third parties, including in connection with commissioned activities, may be authorised by the Rector, subject to prior review by the General Management Area and approval by the Board of Directors, provided that the University's name, image, decorum and reputation are duly safeguarded. Requests must be submitted to the General Management Area (comunicazione@unimib.it) using the template set out in **Attachment B**.

The above provision also includes the possibility of granting third parties the right to use the University's Name and/or logo for the marketing of products (*such as gadgets, clothing, commemorative items and stationery*) bearing such identifying marks (*merchandising*).

In such cases, the University, upon completion of the procedures required for the execution of the relevant agreements, may require financial consideration consisting of a lump-sum amount and/or a percentage (*fixed or variable*) of sales. The amount shall be determined on the basis of the following factors:

- type and characteristics of the product/service;

- number of products/services to be promoted in relation to the total volume marketed by the company;
- certification of product/service quality and compliance with regulatory requirements;
- geographical scope of distribution;
- duration of distribution and sell-out period;
- distribution channels;
- advertising formats and communication channels used;
- type of use requested;
- exact wording and/or graphic representation proposed;
- samples, prototypes and/or labels;
- expected turnover and business volume;
- any other relevant information for the final decision.

Requests for authorisation shall be addressed to the Rector and must include the above information.

The Board of Directors shall decide on the granting of authorisation and the relevant terms, following a preliminary review by the General Management Area.

Authorisation acts shall be signed by the Rector or by a delegated representative.

04. Associations of University faculty and/or technical-administrative staff may use the University's Name and/or logo free of charge for their statutory purposes, provided that it is used together with the association's own logo. Any use for commercial purposes by such associations shall in all cases be subject to prior authorisation by the University.
The provision of products (*including gadgets, clothing, commemorative items and stationery*) to University staff as part of initiatives organised and carried out by such associations shall not constitute a commercial purpose.
05. Entities in which the University holds an interest may display the University's Name and logo on their websites, in sections dedicated to members, including a link to the University website. Any other use shall require express authorisation.
06. Outside the cases listed above, the use of the Name/logo/image of the University by third parties having relations with the University or its structures – including case studies – shall be subject to specific agreement with the relevant unit and approval by the General Management Area (comunicazione@unimib.it). Requests must be submitted according to **Attachment B**.
07. For specific needs and initiatives, accredited student associations may request authorisation from the General Management Area to use the University's Name/logo (*which must be used together with the logo of the requesting association*), subject to submission of the relevant materials. Requests must be submitted according to **Attachment C**.

4. USE OF THE NAME AND LOGO IN RELATIONS WITH HEALTHCARE INSTITUTIONS

01. The use of the University's Name and logo by public and private healthcare institutions forming part of the university network pursuant to Regional Law No. 33/2009 is granted to those institutions with which the University has entered into agreements for the full delivery of specific degree programmes.

02. Such use is also granted to other healthcare institutions not included in the university network but affiliated with the University as training sites or associated facilities for the establishment and operation of postgraduate medical training networks.
03. The use of the Name and logo referred to in paragraphs 1 and 2 is permitted for:
 - a. the delivery of degree programmes;
 - b. the operation of postgraduate training networks;
 - c. joint implementation of continuing education programmes;
 - d. the joint implementation of pre-clinical research, clinical trials and observational studies within scientific and technological research programmes.
04. The concession of the use of the name and logo to the facilities indicated in paragraphs 1 and 2 is governed by an agreement with the University, in compliance with the principles of these guidelines. Acts and documents, such as prescriptions, medical reports, and medical records, drawn up by university medical personnel under agreement, must obligatorily indicate the name of the University of Milano-Bicocca.