

CYCU Emblem Usage Management Guidelines

July 7, 2022, Approved at the 1002nd Administrative Meeting

- Article 1. To protect the rights and image of the Chung Yuan Christian University (hereinafter referred to as the University) emblem, these Emblem Usage Management Guidelines (hereinafter referred to as the Guidelines) are established.
- Article 2. The University's emblem may only be used with authorization from the University. Unauthorized use may be prohibited in accordance with relevant laws, and legal responsibility may be pursued.
- Article 3. The usage of the emblem must adhere to the purpose and presentation stated in the application. Any change in purpose or presentation requires a new application and must not deviate from the original purpose or presentation.
- Article 4. The applicant for emblem usage may not further authorize or transfer its use to others.
- Article 5. The applicant may not alter or recolor the University emblem. If special processing is required, it must be specified in the usage presentation description.
- Article 6. Emblem design combinations:



- Article 7. Procedures for emblem usage application:

1. University units do not need to apply when using the emblem for official documents or office supplies.
2. University units may apply for non-commercial use in student activities, educational research, public events, intercollegiate activities, off-campus teaching, or academic exchange if needed (refer to Attachment 1). The Office of the Secretary will review such applications.
3. For commercial use applications or those involving vendor-produced products, the applicant must submit a usage application form and a usage affidavit (refer to Attachments 1 and 2) to the University for review by the Office of the Secretary. The application must specify the quantity of products and include a declaration ensuring no infringement of intellectual property or other legal rights. If unauthorized conduct damages the University's image or rights, the University may pursue legal responsibility.

Article 8. The Guidelines are implemented following approval at the Administrative Meeting and subsequent submission to the President for promulgation. The same procedure applies to amendments.