

**NEW COLLEGE OF FLORIDA
REGULATIONS MANUAL**

CHAPTER 1 - General Provisions and Executive Affairs

1-1013 Use of College Name and Symbols

- (1) Purpose and Intent. In order to promote goodwill in the business community and increase the visibility of NCF, the BOT will generally grant revocable, renewable licenses which enable third party entities to use the NCF name and symbols for approved commercial, promotional and product purposes.
 - (a) The BOT does not permit the use of the NCF name or symbols in commercial or other advertising or promotional materials where such use implies endorsement of the advertiser or product or service unless approved by the BOT.
 - (b) All requests for the commercial use of the NCF name or symbols should be referred to the President or his/her designee. All requests from non-NCF third parties for non-commercial use of the NCF name or symbols should be referred to the President or his/her designee. Organizational units of NCF, registered student organizations and official NCF faculty and staff groups do not require permission to use the NCF name and symbols for non-commercial purposes.
- (2) Procedures
 - (a) Persons interested in acquiring a license to use the NCF name or symbols for commercial purposes must apply to the BOT through the President or his/her designee. Applicants shall state with particularity the symbols they wish to use and the use they wish to make of the symbols. If the symbols are to be placed on a product, a copy, example or detailed description of the product should accompany the application.
 - (b) If the President or his/her designee determines the requested use is permissible, an agreement outlining the terms and conditions of the license will be forwarded to the requestor. Before the license is issued, the requestor must sign and return a copy of the agreement indicating agreement with its terms to the President or his/her designee. All licenses shall expire and are renewable in accordance with the terms of the agreement.
 - (c) Persons interested in acquiring a license to use the NCF name or symbols for non-commercial purposes must apply to the BOT through the President or his/her designee. Applicants shall state with particularity the symbols they wish to use and the use they wish to make of the symbols. If the symbols are to be placed on a product, a copy, example or detailed description of the product should accompany the application. If the BOT determines the requested use is permissible, a letter outlining the terms and conditions of the license will be forwarded to the requestor. Before the license is issued, the requestor must sign and return a copy of the letter indicating agreement with its terms to the President or his/her designee.
 - (d) All such licenses shall expire and are renewable in accordance with the terms of the letter of agreement.

Authority: Article IX, Sec. 7, Fla. Constitution; Fla. Board of Governors Regulation 1.001

History: Adopted 04-27-02, as Policy 0-201; Revised and renumbered 11-05-05, 06-29-10; Revised 09-11-10, 03-11-17 (technical amendment)