



## DOCUMENTED INFORMATION REGISTRATION

<b>Type of Registration</b>	<input type="checkbox"/> New	<input checked="" type="checkbox"/> Revised	<input type="checkbox"/> Abolished
<b>Documented Information</b>	Policy on the use of FEU Brand		
<b>Process Code</b> (FEU/XXX.XX)	FEU/MCO.G		
<b>Document Code</b> (XXX.XX) (OBJ.FYXXXX-XXXX)	POL.01		
<b>Version Code</b>	<b>Old Version Code</b> (VER.XX / EFF.DD MMM YYYY) VER.00 / EFF. 20 JUN 2022	<b>New Version Code</b> (VER.XX / EFF.DD MMM YYYY) VER.01 / EFF. 05 FEB 2024	
<b>Process Owner</b>	MARKETING AND COMMUNICATION		
<b>Number of Page(s)</b>	2		
<b>Reason(s) for Establishment / Revision / Abolition</b>  To define the guidelines on how to use the FEU Brand			
<b>Brief Description of Change(s) for Revised Documented Information</b>  Added provisions for use and period of use			

<b>Prepared By</b> (Name, Signature, and Date)	<b>Reviewed By</b> (Name, Signature, and Date)	<b>Approved By</b> (Name, Signature, and Date)

for Quality Management Office

<b>Date Registered</b>	
<b>Noted By</b> (Name, Signature, and Date)	<b>Mater List Updated By</b> (Name, Signature, and Date)



*Documented Information:*

## Policy on the use of FEU Brand

<i>Process Code:</i> <b>FEU/MCO.G</b>	<i>Documented Information Code:</i> <b>POL.01</b>	<i>Version Code:</i> <b>VER.01 / EFF. 05 Feb 2024</b>	<i>Page:</i> <b>1 of 2</b>
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### INTRODUCTION / DESCRIPTION

Marketing and Communication Office (MCO) reinforces the importance of upholding the FEU brand of the University's identity and reputation.

### DEFINITION OF TERMS

1. MCO – Marketing and Communication Office
2. FEU Brand Manual – Guidebook for the FEU Brand

### SCOPE

This document outlines the provisions on the use of FEU Brand used by the FEU Group of Schools.

The FEU Brand includes the use of the:

1. FEU Names - FEU, Far Eastern University and FEU Tamaraws
2. FEU Logos - FEU Seal, FEU Tamaraws Logo and FEU Institute Logos
3. FEU Created Logo/s for Events e.g. Founding Anniversary Logo
4. FEU Font - Della Robbia BT Bold
5. FEU Pantone Colors – Pantone 356, 130 and Process Black

### PROVISIONS

1. Only the school in Nicanor Reyes Street in Manila can use “Far Eastern University.”
2. All individuals, organizations, and entities (including social media accounts) that will use **FEU Names, names of other FEU Group of schools, FEU Logo, FEU Created Logo/s for Events**, whether in name (word form) or photo, **FEU Font**, and **FEU Pantone Colors** shall secure the permission and approval of MCO.
3. The use of the **FEU Name or Logo/s or Pantone Colors or Font** should be pursuant to a license, memorandum of understanding, or sponsorship agreement stating the terms and conditions of such use. All memoranda of understanding and sponsorship agreements are subject to the approval of the Office of Legal Counsel.
4. All FEU student or alumni organizations that will use the **FEU Name or Logo/s or Pantone Colors or Font** shall be reviewed and accredited first by the Student Development Office or Alumni Relations Office before submission to MCO for approval.
5. All marketing activities and advertising materials created and accredited by official individuals, organizations, and entities must adhere to the designs as outlined in the FEU Brand Manual.
6. All **FEU Created Logo/s for events** should be used only for the duration of the event.
7. Joint Ventures by default can attach the following tagline in their brand name:  
“An FEU partner”, “A partner school of FEU”, “Managed by FEU”, “by FEU and (partner’s name).”
8. Joint Ventures can use the institution’s logos of extension programs; and “FEU” in its brand name, subject to board roles and academic control qualifier.
9. The FEU Brand Manual created by MCO will be the guidebook for the FEU Group of schools and its subsidiaries.



# FAR EASTERN UNIVERSITY

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10. MCO will take the necessary action, legal or otherwise, to protect the FEU brand from inappropriate or unauthorized use.

### PERIOD OF USE

1. The FEU Group of Schools are granted the rights to use the FEU Brand assets for marketing, promotional, and representational purposes in perpetuity (until dissolved, transferred, assigned or sold).
2. Joint Ventures are granted the rights to use the identified FEU Brand assets for marketing and promotional purposes for the first 2 years initial contract, then yearly deliberate renewal plus the protections to withdraw any time for defined breach with notice of at least one month.
3. Requests for renewal or extension of the Period of Use must be submitted in writing to MCO and the Office of Legal Counsel at least one month before the end of the current period.

<b>Prepared By</b> (Name, Signature, and Date)	<b>Reviewed and Approved By</b> (Name, Signature, and Date)
	