

Age-Friendly University Word Mark Use Agreement

1. Background:

Dublin City, Arizona State University, and the University of Strathclyde conceived and developed the Ten Principles of an Age-Friendly University. Arizona State University serves as the lead of the Age-Friendly University Global Network as the Secretariat. The University of Strathclyde supports them in a Vice-Chair role.

The Age-Friendly University Word Mark is provided to Institutions of Higher Education for their use in co-branding their status as an Age-Friendly University and member of the Age-Friendly University Global Network. The following provides instructions to member institutions on using the Age-Friendly University Word Mark (henceforth, Word Mark).

We request but do not require, that any use of the Word Mark on terminology included in publications, websites, or media should be shared with the Secretariat for Archival Purposes. These can be submitted to Secretariat@AFUGN.org.

A secondary document, *Age-Friendly University Style Guide*, is available to assist in implementing the Age-Friendly University Word Mark Use. It can be accessed on the AFUGN.org website.

2. Grant of License:

The AFU GN hereby grants the AFU GN Member Institute (the Institute which has endorsed the Ten Principles of an Age-Friendly University, henceforth Institute) signing below a non-exclusive, non-transferable, and revocable license to use the Word Mark provided by the AFU GN. This license is solely for the purpose of incorporating the Word Mark into the Member Institute promotional materials, advertising, and other related uses consistent with the Member Institute branding.

3. Usage Restrictions:

A. The Member Institute shall not alter, modify, or manipulate the Word Mark in any way without the express written consent of the AFU GN. Specifically included in this language is that the Member Institute will not,

1. Reposition, re-size, or separate parts of the Word Mark.
2. Recolor the Word Mark.
3. Make a pattern or texture out of the Word Mark.
4. Apply any effects to the Word Mark.
5. Overlap text or other graphics on the Word Mark – follow clear space requirements.
6. Alter the transparency of the Word Mark.
7. Rotate the Word Mark.

B. The Word Mark shall not be used in any offensive, defamatory, or illegal context.

4. Ownership and Intellectual Property:

- a. The AFU GN retains all rights, title, and interest in and to the Word Mark, including all intellectual property rights.
- b. The Member Institute acknowledges that the Word Mark's use does not transfer any ownership rights to the Word Mark.

5. Quality Control:

The Member Institute agrees to use the Word Mark in a manner that maintains the Word Mark's quality and integrity. The Member Institute shall not use the Word Mark in a way that could damage the reputation or goodwill of the AFU GN.

6. Termination

- a. Either party may terminate this Agreement with written notice in case of a material breach by the other party.
- b. Upon Termination, the Member Institute shall immediately cease all use of the Word Mark and remove the Word Mark from all physical and digital materials.

7. Length of Use

Use of the Word Mark is available to Member Institutes for so long as they remain members in good standing of the Age-Friendly University Global Network and continue to endorse the Ten Principles of an Age-Friendly University, including any period of renewal. Nothing in this section should be constructed as limiting the ability to enforce the Termination of this Agreement should the Member Institute violate any terms of this Agreement.

8. Modifications

- a. The Global Secretariat retains the right to modify the Word Mark, including the file types available to Member Institutes.
- b. The Global Secretariat retains the right to make modifications to this Agreement. Any modifications will be communicated to the Member Institutes, who can opt out of those modifications, and the established Agreement.
- c. Modifications to either 9a or 9b will be communicated within 30 days.

9. Enforcement

The Agreement is enforced once the Member Institute signs below.

By signing below, you are stating you understand the AFU GN Word Mark Use Policy.