

Endorsed collaboration: use of the Ghent University name and logo

1. When is use allowed?

The name and all logo variants of Ghent University are protected and may not be used freely.

Use is only allowed when:

1. there is a clear and substantive link with Ghent University
2. the use takes place within the context of Ghent University related activities, such as:
 - Ghent University publications, presentations or events
 - communication within a research or educational collaboration
 - materials resulting from a formal collaboration agreement

Specific cases (such as spin-offs) follow additional agreements via the authorized services.

2. What is not allowed?

The use of the Ghent University name or logo is not allowed when:

1. it serves a commercial or promotional purpose
2. it creates the impression that Ghent University:
 - endorses or supports a company, product or service
 - acts as a quality label or endorsement without a formal basis

In case of doubt: do not use until explicit approval has been obtained.

3. Prior approval required

Use of the name and/or logo always requires prior approval.

Steps:

1. Define the purpose: clearly describe where and how the name/logo will be used (channel, context, target audience) and share this with the Ghent University case manager.
2. Internal review (Ghent University): the case manager checks whether the use complies with the above criteria.
3. Submit request:
 - Request explicit approval from Communication and Marketing via communicatie@ugent.be.

- Always include context and concrete applications (visuals if possible).
- 4. Legal advice (if needed): in case of doubt or interpretation issues, Legal Affairs will be consulted.
- 5. Documentation and safeguarding:
 - Keep the approval.
 - If relevant, include the approved use explicitly in the collaboration agreement.

Without explicit approval, use is not permitted.

4. Practical guidelines for approved use

When approval is granted, the following principles always apply:

1. Correct application of the Ghent University visual identity (logo, colours, proportions)
 2. Context remains informative, not promotional
 3. No visual or textual framing that suggests endorsement
 4. Use is limited to the approved purpose and channel
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5. Points of attention for collaborations with companies

1. Use of the Ghent University logo in external communication is exceptional, not standard practice
2. Prefer textual reference to the collaboration (e.g. 'in collaboration with Ghent University')
3. For campaigns or broad visibility: always align in advance with Communication and Marketing (communicatie@ugent.be).