

## MERLOT BRANDING POLICY

Final  
February 2, 2007

MERLOT is committed to enabling and supporting its Partners and other interested parties to enhance the strategic direction of the MERLOT community. This MERLOT Branding Policy has been created to ensure that the use of the MERLOT Brand is consistent with this commitment. In this policy, "Brand" includes all typefaces, colors and other physical and visible characteristics used in renditions of the MERLOT logo, labels, mastheads, images, etc.

An important element of our support concerns the ways in which the MERLOT Brand is represented in MERLOT-endorsed programs and activities presented both on the World Wide Web and in other media. Accordingly, MERLOT places conditions on the use of its Brand so that viewers of websites or other media containing MERLOT-labeled information or services can immediately identify the information as being endorsed by MERLOT.

This Policy describes:

1. MERLOT Brand usage
2. Processes for handling inappropriate or unauthorized use of the MERLOT Brand

1. **MERLOT Brand Usage:** The MERLOT Brand may only be used by MERLOT, its Partners, affiliates, or other MERLOT-approved organizations and/or entities. MERLOT Partners in good standing are authorized to use the MERLOT Brand as described in MERLOT's partner application/renewal forms. Others wishing to use the MERLOT Brand should email a request to [webmaster@merlot.org](mailto:webmaster@merlot.org). Requestors must be authorized agents of the entity that will be responsible for use of the MERLOT Brand. Requests must contain the requestor's name, title, phone number, email address, institutional affiliation, institution address, purpose of the request, the proposed location (URL) where the MERLOT Brand will be displayed, and the duration of Brand use. MERLOT will notify the requestor within 10 days of MERLOT's decision to approve or reject the request.

Requests will be approved or rejected by the MERLOT Executive or Managing Director. If approved, MERLOT will send the requestor the requested visual data or a website (URL) where the data can be directly accessed. If the request is denied, MERLOT will explain the reason; requestors may challenge the denial in writing within 30 days of receipt of the decision.

2. **Inappropriate Use:** The MERLOT Brand can never be re-colored, modified, or otherwise altered. Inappropriate or unauthorized use of the MERLOT Brand will be regarded as a breach of this Policy. Anyone wishing to report such a breach should email the MERLOT Webmaster at [webmaster@merlot.org](mailto:webmaster@merlot.org) describing the nature of the inappropriate/unauthorized use, including the URL or other media sources where the MERLOT Brand is displayed. The MERLOT Executive or Managing Director will review reported breaches and undertake a course of action to correct any inappropriate use.

MERLOT will strictly enforce all terms of this Policy so that MERLOT-labeled information or services will always be identifiable as being endorsed by MERLOT.

Details of available Brand renditions or any communications with regard to this MERLOT Brand policy should be sent to the MERLOT Webmaster at [webmaster@merlot.org](mailto:webmaster@merlot.org).