



The American University of Kurdistan Policy of Use of University Name

Policy Number: GA008
Effective Date: November 30, 2023

1. **Policy:** This policy establishes the framework governing the correct and consistent use of The American University of Kurdistan (AUK) name, logo, and other branded materials. The policy outlines the standards and requirements for the use of the University's name and visual identity to ensure consistency, integrity, and alignment with institutional values and objectives. This policy shall be published on the AUK website and reviewed periodically to ensure its continued relevance and effectiveness. All members of the AUK community are required to comply fully with policies approved by the AUK Board of Trustees (BoT).
 - a. **Purpose:** The purpose of this policy is to safeguard the integrity of the University's identity by ensuring the consistent, accurate, and authorized use of the AUK name across all contexts.
 - b. **Scope:** This policy applies to all uses of AUK's identity, including the AUK website, and is applicable to faculty, staff, future and current students, affiliates, and any other third parties

2. **Definition of Terms:**

Copyright: Copyright is a set of legal rights granted to the author of an original literary, artistic, or scientific work, giving them exclusive authority to use, reproduce, distribute, and benefit from their work for a specified period.

External Communications: Messages and information that the University disseminates to various audiences, whether directly (through telephone calls, emails, letters, newsletters, articles, marketing materials, social media platforms, online and/or press releases) or indirectly through the media and word of mouth. All communication and information shared with AUK visitors and stakeholders, such as trustees, sponsors, partners, supporters, and important suppliers, are included in external communications.

Internal Communications: Any verbal and written messages and information exchanged within the University primarily between staff members, but also between Trustees and staff. Information provided to franchise employees, volunteers and staff members of companies collaborating in AUK projects is included in internal communications.

Social Media: A software system or service provided via the Internet used to communicate and share information between people through interactions with video, audio, text, visuals or multimedia. Examples include, but are not limited to: Facebook, Twitter, Wikis, Google Plus, Flickr, Pinterest, Tumblr, Instagram, LinkedIn, YouTube, and Wordpress, chatrooms, forums and other similar services.

Transparency or Being Transparent: The process of being open, honest, and direct about various arrangements, activities, and initiatives being performed regarding the operations of AUK.

3. **Responsibilities:**
 - a. **Issuing Unit:** Office of Communications (OC).
 - b. **Other Stakeholders:** Legal Office.

4. Procedures:

a. Responsible Use and Community Expectations

The official name of the University is The American University of Kurdistan. Common incorrect usages to be avoided include: "American University of Kurdistan," "American University of Kurdistan, Duhok," and "American University of Duhok." All uses of the University name must reflect the official name in full, unless an approved abbreviation (AUK) is used.

It is the policy of the University that the use of the University name, logo, and any of AUK's branded material for any purpose in a non-University sanctioned endeavor is strictly prohibited; such use must be approved in writing by an authorized University official as outlined in the procedures below.

General Guidelines and Procedures

- Use of AUK's name in connection with an activity, project or product implies a close association with the University and is generally construed as sponsorship. (See Policy of Sponsorship – Section 6: Related Documents)
- The University has an obligation to its faculty, staff, students, alumni, donors, and others to ensure that the use of its name falls, in general, within its primary mission of research and education.
- Use of the AUK name in situations having the potential to diminish or damage AUK's image and reputation must be avoided.
- If there is a potential for financial, legal or reputational risk to the University through the use of its name, for example on a particular product, such use of name, must be avoided.
- Any use of the AUK name referring to the University as a whole must be submitted to the OC. The Office will review the request and forward it with a recommendation to the President of the University, who will make a final decision.
- All use of the official AUK logo must comply with the approved AUK Logo Branding Guidelines (See Section 6: Related Documents) and is subject to prior review by the OC before any printing, publication, or production.
- The manipulation or generation of the University's logo and associated visual identity through artificial intelligence tools is prohibited, as it may distort, misrepresent, or undermine the integrity of the University's official branding.
- The Legal Office will be notified by the OC when cases requiring legal review arise.
- All uses of the University's name must be consistent with institutional identity and must not adversely affect the reputation of AUK or its constituent units.
- The use of University letterhead for any purpose other than official University business is strictly prohibited.
- Any unauthorized or non-compliant use is subject to review and corrective action by the University.

b. General Approval Process

Guidelines for use of name by individual colleges, departments and units

Colleges, departments, or units may use the name of the AUK or the name of their college, department, or unit in the following procedures:

- Any use of the AUK name referring to individual colleges, departments, or units must first be approved by the relevant Dean or Director.
- The request must then be submitted to the OC for review and onward submission to the President for approval.

The following uses are considered permitted; however, all units must ensure that such use is carried out responsibly and in a manner that protects the University's reputation and institutional integrity

- Stationery, business cards and other materials used by the colleges, departments, or units in the course of their university-related activities; these materials must be exclusively designed by OC to ensure compliance with AUK brand standards.

- Presentations and documents must use the official AUK letterhead and templates disseminated by the OC.
- Content in printed or multimedia form in which the University, college, department, or unit involved regularly communicates with its constituencies, including course catalogues and related materials, web pages within the auk.edu domain and similar publications issued by the colleges, departments, and units;
- Course materials and any materials prepared for use in connection with courses conducted at the University, whether in printed or digital form.

Any other use of the University's name or the name of the individual college, department, or unit will require alignment as outlined above in General Guidelines and Procedures.

Guidelines for use of name by Faculty, Staff, Students and Alumni

- Faculty members and staff may use the University's name or the name of the appropriate college, department, or unit to identify themselves on stationery, business cards, publications in research or educational journals and other materials used in the course of their university-related activities.
- Students and alumni may wish to identify themselves in biographical narratives as students or graduates of the University. In using or authorizing the use of the AUK name to identify themselves in connection with activities conducted with outside individuals or entities, members of the AUK community should ensure that the AUK name is used in a manner that does not imply University endorsement or responsibility for the particular activity, project or product
- "AUK" is a trademark of the University, and to avoid any confusion between official and personal websites, the faculty, staff, students, alumni and third parties are not permitted to create URL names for personal websites that include the word "AUK".
- All other proposed uses of the AUK name by faculty and staff and any use of the name by students and alumni should be submitted to the OC and the Legal Office will be consulted by OC where the proposed use carries potential legal, financial, or reputational risk to the University.

Guidelines for use of name by Third Parties

In general, use of the University's name/logo or the name of an individual college, department, or unit requires written approval from the OC. However, certain uses by third parties are generally permitted and do not require written approval:

- A third party may use the University name when reporting a transaction internally or reporting a transaction to regulatory authorities as required by applicable law. For example, a corporation that has made a grant to the University may report the amount of such grant in internal documents summarizing its activities or on its tax returns.
- A non-profit or government entity that has funded research or programming at the University may disclose that it has provided such funding.
- If a third party receives a license to use or distribute material written or developed by the University, the material should include a written acknowledgment that the copyright is owned by AUK and that the material is being used or distributed under the terms of a license with the University.
- The Legal Office will be immediately notified by the OC for all third-party use cases requiring written approval and will be consulted on any use that carries potential legal risk.
- With regard to the information that may be disclosed alongside the name, particular caution must be exercised to avoid the disclosure of financial details, sensitive agreements, and strategic institutional relationships. These matters are governed by the relevant provisions outlined in Section 6: Related Documents of this policy. In addition, Memoranda of Understanding (MoUs) and other formal institutional agreements further regulate confidentiality requirements and set out specific limitations on the disclosure of such information.

Licensing, Trademark Use

- The use of any name, logo, or trademark that identifies, or is associated with AUK may not be used without the prior written authorization of the Director of OC and President.
- Commercial items or services bearing the University's Logos or Name without proper written University authorization will be considered counterfeit and will be treated as an infringement, subject to all available legal remedies, including, but not limited to, seizure of commercial items, injunctive relief, and monetary damages. The Legal Office will oversee all licensing matters and enforcement actions, including cases of infringement.

Events Naming and Representation

- Events must not be named, titled, or marketed in a manner that implies endorsement or official sponsorship by AUK without prior written approval.
- Any event seeking to use the University’s name or imply affiliation must obtain approval from the Director of Communications.

5. Timeline and Communication/Implementation Plan:

Activity	Responsible Party	Timeline	Communication Channels	Details
Policy Revision Announcement	Communications	May, 2026	University website, email, Staff Senate, Faculty Senate, Academic Council	Announce the revision of the policy, assessment metrics & objectives
Feedback Collection	Communications	June, 2027	Suggestion form sent via email	Gather feedback from AUK community on the policy’s effectiveness, challenges & areas for improvement
Periodic Reviews and Updates	OIEP, University Leadership, Communications	As necessary	University website, email	Review the policy & its enforcement mechanisms & procedures annually or as necessary to ensure continued relevance & compliance

6. Related Documents:

- [AUK Logo Branding Guidelines](#)
- [Policy of Sponsorship](#)
- [Policy of Social Media](#)
- [Policy of Communications](#)
- [Policy of Employee Code of Conduct](#)
- [Policy of Student Code of Conduct](#)
- [Policy of Events Management](#)
- [Policy of Data Classification](#)

7. Ways to Measure Success:

- Stakeholder Awareness:** Increased awareness among faculty, staff, students, and third parties regarding proper use of the University’s name and branding.
- Brand Consistency:** Degree of alignment with official branding guidelines across all University communications and materials.
- Legal and Reputational Risk Mitigation:** Absence or reduction of legal disputes, misuse cases, or reputational damage linked to improper use.
- Percentage of Flawed Use of the University Name:** The proportion of instances in which the University’s name is used incorrectly, inconsistently, or in violation of established branding, communication, or authorization guidelines.

8. Policy History

- Approved by:** Board of Trustees
- Adopted:** November 30, 2023
- Revised:** April 30, 2026