



POLICY #57009

Use of the GRAMBLING “G” Mark (Black and Gold) POLICY Procurement, Purchasing, Sponsorship, and Compliance Requirements

Effective Date: January 13, 2026

Responsible Office: Purchasing / Strategic Communications & Marketing

Division: Administration & Business Affairs / University Advancement & Innovation

I. PURPOSE

This policy affirms Grambling State University’s ownership and control of its institutional trademarks and establishes mandatory requirements governing the use of the GRAMBLING “G” Mark in the Black and Gold color scheme in connection with University goods and services, including sponsorships and third-party contractual relationships. This policy ensures brand integrity, legal compliance, and adherence to University procurement, purchasing, and contract administration controls.

II. APPLICABILITY

This policy applies to all University departments, faculty, staff, student organizations, auxiliary units, contractors, sponsors, licensees, and external partners engaged in activities involving University goods, services, or sponsorships.

III. STATEMENT OF POLICY

A. OWNERSHIP AND TRADEMARK RIGHTS

Grambling State University retains the exclusive right to use, authorize, license, register, and protect the GRAMBLING “G” Mark, including its Black and Gold color scheme, in all forms and media. The mark is a protected institutional trademark and may be used only in a manner consistent with University brand standards, contractual obligations, and applicable law.

B. PROCUREMENT, PURCHASING, AND CONTRACT CONTROLS

1. All University departments, units, and organizations must comply with established procurement, purchasing, and contract administration procedures when acquiring or producing goods or services that display or reference the GRAMBLING “G” Mark. Specifically:
2. Prior written approval must be obtained from the University’s designated branding authority (e.g., Strategic Communications and Marketing and/or the Licensing Office) before initiating any purchase, sponsorship agreement, or contract involving the GRAMBLING “G” Mark.

3. All purchases of branded goods or services must be processed through the Purchasing Department using approved requisitions, purchase orders, and authorized or licensed vendors.
4. Contracts involving branded apparel, merchandise, food services, beverages, or promotional products must be reviewed and approved through the appropriate University contract review process prior to execution.

C. DEPARTMENTAL RESPONSIBILITIES FOR SPONSORSHIP AND THIRD-PARTY CONTRACTS

Departments that manage, sponsor, or oversee contracts with external entities that provide apparel, merchandise, or promotional products on behalf of the University are responsible for ensuring full compliance with this policy and all applicable branding and procurement requirements. These responsibilities include:

1. Ensuring that all sponsorship, licensing, or third-party agreements explicitly require compliance with University brand guidelines and trademark usage standards;
2. Coordinating with Strategic Communications and Marketing, the Licensing Office, Purchasing, and Contract Administration prior to the execution or renewal of any agreement that includes use of the GRAMBLING “G” Mark;
3. Verifying that corporate partners and vendors—including, but not limited to, third-party contractors such as Sodexo, adidas, Coca-Cola, Barnes & Noble and similar vendors or sponsors as deemed applicable; use the GRAMBLING “G” Mark only as authorized and in accordance with approved designs and applications;
4. Monitoring ongoing compliance throughout the term of the contract and promptly addressing any unauthorized or noncompliant use of the mark; and
5. Maintaining documentation of approvals, contracts, and communications in accordance with University record-retention requirements.

D. AUTHORIZED USE AND BRAND STANDARDS

Approved uses of the GRAMBLING “G” Mark must strictly adhere to the University’s official brand guidelines, including approved colors, proportions, placement, and applications. Unauthorized modification, recoloring, distortion, or use outside approved purposes is prohibited.

E. AUDIT, COMPLIANCE, AND ENFORCEMENT

1. Use of the GRAMBLING “G” Mark is subject to review by the Purchasing Department, Strategic Communications and Marketing, Contract Administration, Internal Audit, and other authorized University offices. Supporting documentation must be maintained and made available for review upon request.
2. Violations of this policy may result in:
3. Denial or reversal of payment;
4. Removal or destruction of unauthorized or noncompliant materials;
5. Required corrective action, contract remediation, or retraining;

6. Disciplinary action in accordance with University policies; and
7. Audit findings, contract enforcement actions, or referrals, as appropriate.
8. The University reserves the right to take administrative or legal action to protect its trademark rights, contractual interests, and institutional reputation.

IV. ACCREDITATION

GSU is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award associate, baccalaureate, master's, and doctorate degrees. GSU also may offer credentials such as certificates and diplomas at approved degree levels. Questions about the accreditation of GSU may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, by calling (404) 679-4500, or by using information available on SACSCOC's website (www.sacscoc.org).

V. REVISION/REVIEWED

APPENDIX A – SAMPLE CONTRACT CLAUSE

APPENDIX B – COMPLIANCE CHECKLIST

APPENDIX C – IDENTITY STANDARDS

APPENDIX A:

SAMPLE CONTRACT CLAUSE

TRADEMARK AND BRAND COMPLIANCE

TRADEMARK USE AND BRAND COMPLIANCE

- A. Contractor acknowledges that Grambling State University (“University”) is the sole and exclusive owner of all rights, title, and interest in and to its trademarks, service marks, logos, and visual identities, including the GRAMBLING “G” Mark in the Black and Gold color scheme (“University Marks”).
- B. Contractor shall not use the University Marks in any manner without prior written approval from the University’s designated branding authority and shall use the University Marks only in strict accordance with approved designs, brand guidelines, and this Agreement. Unauthorized modification, recoloring, distortion, or use of the University Marks is strictly prohibited.
- C. All apparel, merchandise, promotional products, signage, advertising, or materials bearing the University Marks must be produced by licensed or otherwise authorized vendors and procured in coordination with the University’s Purchasing Department.
- D. The University reserves the right to review, approve, reject, or require removal of any materials that do not comply with University brand standards or contractual requirements. Contractor’s failure to comply with this provision shall constitute a material breach of the Agreement and may result in corrective action, termination, denial of payment, or other remedies available to the University.
- E. This clause shall survive termination or expiration of the Agreement.

APPENDIX B:

COMPLIANCE CHECKLIST

USE OF THE GRAMBLING “G” MARK (BLACK AND GOLD)

Departments managing purchases, sponsorships, or contracts involving University branding should use the checklist below to ensure compliance.

A. PRE-PLANNING

- Confirm whether the activity involves use of the GRAMBLING “G” Mark or other University branding
- Identify whether apparel, merchandise, food/beverage branding, or promotional products are involved
- Determine whether a third-party vendor, sponsor, or contractor is participating

B. BRANDING APPROVAL

- Obtain prior written approval from Strategic Communications and Marketing and/or the Licensing Office
- Ensure designs comply with official brand guidelines (colors, placement, proportions)
- Retain written branding approvals for recordkeeping

C. PROCUREMENT AND PURCHASING

- Submit requisition and obtain a valid purchase order before any production or purchase
- Confirm vendor is licensed or otherwise authorized to use University trademarks
- Coordinate with Purchasing for all branded goods and services
- Ensure no unauthorized or retroactive purchases occur

D. CONTRACTS AND SPONSORSHIPS

- Route contracts through the University’s contract review and approval process
- Include the University trademark and brand compliance clause
- Confirm sponsorship agreements (e.g., apparel, food, beverage, merchandise) align with existing third-party contracts (e.g., Sodexo, adidas, Coca-Cola or other agreements as applicable)
- Ensure branding obligations and restrictions are clearly stated

E. OVERSIGHT AND MONITORING

- Monitor ongoing use of the GRAMBLING “G” Mark throughout the contract term
- Address any unauthorized or noncompliant use promptly
- Coordinate corrective actions with SCM, Purchasing, or Contract Administration as needed

F. DOCUMENTATION AND AUDIT READINESS

- Maintain approvals, contracts, invoices, and correspondence in accordance with record-retention requirements
- Be prepared to provide documentation for audit or compliance review
- Participate in required corrective actions or training if deficiencies are identified

APPENDIX C:
BRAND IDENTITY STANDARDS

[Grambling State Identity Standards.pdf](#)