



Guidelines for the Use of Trademarks Registered by Ludwig-Maximilians-Universität (LMU) München

A)

General Guidelines for the Use of Trademarks Registered by Ludwig-Maximilians-Universität (LMU) München

1. Trademarks may not be used without permission. No LMU Munich Trademarks (Corporate Name and/or Logo) may be used without prior agreement with, or express written consent from LMU Munich authorizing such use.
2. Trademarks may not be altered in any way. The form and overall appearance of the Trademarks may not be modified by abbreviating or imitating them, altering their design or the spelling.
3. Trademarks may not be used in objectionable material. The Trademarks may not be used on, or in connection with any defamatory, obscene, pornographic, or other objectionable materials of any sort.
4. Trademarks may not be used for advertising purposes. The Trademarks may not be used for or in connection with advertising purposes of any kind, without prior agreement with, or express written consent from LMU Munich authorizing and regulating such use. LMU Munich's express approval is required for every single form of use, even if general approval for such uses has been granted by LMU Munich. Approval for subsequent uses consistent with an already approved use shall not be required.
5. Trademarks may not be used to disparage LMU Munich. In using LMU Munich's Trademarks the reputation and high standing of the name of LMU Munich must be considered appropriately. Therefore, the Trademarks may not be used to disparage LMU Munich, its products or services, or be employed in a manner that, in LMU Munich's judgment, might serve to diminish or otherwise damage its reputation or diminish public trust in its Trademarks.
6. Revocation of license. LMU Munich reserves the right to revoke each and every use of its Trademarks if these are employed in violation of the above this guidelines, and the violation is not corrected within a reasonable time subsequent to receipt of a complaint from LMU Munich.

B)

Use of the LMU Munich Logo

1. Use only the approved master artwork. The Logo is a single, standalone piece of artwork. When reproducing the logo, use only the master artwork provided by LMU Munich.
2. Keep the Logo clear. Do not alter or distort the appearance of the Logo in any way, i.e. by adding one's own design elements or colours or changing the font. The Logo must always appear with sharply defined, clearly discernible outlines and be well reproduced.
3. Adhere to LMU Munich's corporate design guidelines. The Logo must be used in conformity with LMU Munich's CD guidelines, to be found online at www.lmu.de/corporatedesign.

C)

Use of the company name

1. Permitted forms of diction. Ludwig-Maximilians-Universität München is a company name and must not be translated or changed in any way and may be used only in the following forms:
 - a. In German:
 - Ludwig-Maximilians-Universität München
 - Ludwig-Maximilians-Universität (LMU) München
 - LMU München
 - LMU
 - b. In English:
 - LMU Munich
 - Ludwig-Maximilians-Universität München
 - Ludwig-Maximilians-Universität (LMU) München
2. Use in documents. Within documents, the first reference to the trade or company name should be the complete form of trade name. For example, the first reference to the trade name should be "Ludwig-Maximilians-Universität (LMU) München", "LMU Munich" can be used for subsequent references.