

The Graduate School of System Design and Management, Keio University
The Rules on the Use of the Official Logo

(Official Logo)

Article 1. The Graduate School of System Design and Management (hereafter: The Graduate School of SDM or "the school") at Keio University hereby establishes a set of rules (hereafter: the rules) pertaining to the usage of its official logo. The official logo of the Graduate School of SDM refers to a design composed of texts and images, graphic and symbolic, created to identify itself by the school, which owns the official logo as intellectual property. Those who wish to use, and those who use, the official logo must comply with the rules hereby set out.

(Scope of Users)

Article 2. In principle, the users of the official logo shall be limited to those affiliated with either one of, or both of, the following two entities: The Graduate School of SDM (faculty, staff, researchers, students, etc.); the SDM Research Institute attached to the Graduate School of SDM (advisors, researchers, etc.). Anyone who belongs to neither one of the aforementioned entities could use the official logo only at the approval the school discusses and grants.

(Electronic Files of Official Logo)

Article 3. The electronic files (hereafter: the files) that contain the graphic images of the official logo shall be kept under the management of the Graduate School of SDM and its administrative office. The files are to be given for a certain period of time to the members of the Graduate School of SDM, faculty members both tenured and untenured, administrative staff and students, in order to enable them to use the official logo inside the school for the purposes of giving classes, making research presentations and other business conducts. Anyone other than the members listed above who wishes to use the official logo, and or anyone who wishes to use the official logo for purposes other than mentioned above, shall apply to the school, through such means as to be specified by the school, for permission. After the permission has been granted the applicant is to obtain and use the official logo. The obtained electronic files must not be lent or transferred to the third party.

(Purposes of Uses)

Article 4. Anyone who is not a tenured faculty member of the Graduate School of SDM must apply to the school, through such means as to be specified by the school, for permission each time before using the official logo for the purposes listed below. The applicant could start using the official logo with the permission the school grants after examining the application.

- (1) Activities outside the school (classes, research presentations, lectures, business, etc.);
- (2) To make business cards to show one's status as a tutor, researcher, or student;
- (3) To produce goods, event souvenirs, etc. that can be used outside the school.
- (4) Other activities

(Violators)

Article 5. The Graduate School of SDM may cancel the use of the official logo by, issue a warning toward, request a report from, or give punishment to, anyone that violates the rules.