



Victor E. Bulldog Brand Policy



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1. Background

- A. Victor E. Bulldog is the official live mascot for Fresno State. His primary function for the Fresno State Alumni Association (FSAA) is to boost morale for university alumni, athletes, students, fans and friends. Victor E. Bulldog is a promotional tool for the greater good and support of the university.
- B. Victor E. Bulldog is owned by and under the care of the FSAA, for the benefit of Fresno State and the FSAA. The FSAA is responsible for funding the operations of the live mascot operation and associated programs. This includes, but is not limited to:
 - 1) Brand development and management
 - 2) Development and implementation of revenue-generating strategies
 - 3) Strategic communications (website, social/new media, print, etc.)
 - 4) Health and well-being (physical, social, emotional, grooming, etc.)
 - 5) Insurance coverage (including medical, liability, life insurance, etc.)
 - 6) Licensing and registration, as necessary
 - 7) Housing (on-campus and off-campus)
 - 8) Transportation
 - 9) Training
 - 10) Succession planning
 - 11) Annual operating budget
 - 12) Event management, including campus and community appearance
- C. To protect and maintain the FSAA's rights in the persona of the Victor E. Bulldog live mascot, the following brand policy provides guidelines and criteria for use of the Victor E. Bulldog parent and child brands.

2. Official name, Parent and Child brands

- A. The official name of the live mascot is: "Victor E. Bulldog"
 - 1) The name without the generational designation is referred to as the "Parent brand."
 - 2) Correct references to the Parent brand are: "Victor E. Bulldog", and "Victor E."
 - 3) Incorrect references include, but are not limited to: "Vic"; "Victor Bulldog", "Vic Bulldog", "VEB", etc.

- B. Each generation of live mascot will have the relevant generational designation associated with the name.
 - 1) Each generation is referred to as the “Child brand.”
 - 2) When referencing a *specific* live mascot, the generational designation of the current live mascot must always be included.
 - 3) The generational designation will always be represented in roman numerals.
 - i. Correct example: Victor E. Bulldog III
 - ii. Incorrect example: Victor E. Bulldog 3
- C. Victor E. Bulldog is a male canine and will always be represented in a manner consistent with his biological sex.

3. Brand Values

- A. As Fresno State’s official live mascot, and in reflecting the innate characteristics of English Bulldogs, the Victor E. Bulldog parent and child brands represent:
 - 1) Pride
 - 2) Strength
 - 3) Loyalty
 - 4) Perseverance
 - 5) Distinction

4. Brand Attributes and Personality

- A. In alignment with the brand values, Victor E. Bulldog’s voice/tone will be:
 - 1) Strong
 - 2) Confident
 - 3) Celebratory and playful
 - 4) Respectful

5. Brand Voice

- A. Other than his natural voice (i.e. bark and other natural noises), Victor E. Bulldog does not have a spoken voice. No individual will serve as the “voice” of Victor E. Bulldog.

- B. In the written word, Victor E. Bulldog will always speak in the first person. This includes, but is not limited to social media, print products, merchandise or other materials.

6. Licensing and Trademark

- A. The Victor E. Bulldog name and mark are licensed and trademarked by Fresno State.
- B. Prior to use, all requests for use of the Victor E. Bulldog name and/or mark must be approved by the Fresno State Licensing Department. Additionally, all requests must be reviewed and approved by the FSAA.
- C. All relevant and appropriate licensing fees/royalties apply.
- D. For additional information, submit inquires to the Fresno State Licensing Department, or Fresno State Alumni Association, Associate Director of Business Development.

7. Level of Messaging or Endorsements

- A. As the official live mascot for Fresno State, and to ensure brand consistency in messaging over time, the Victor E. Bulldog brand and all Victor E. Bulldog Content will be used solely for university-level messaging and in conjunction with the Preferred Partner program (sponsors and advertisers).
- B. Unless otherwise approved by the FSAA, the live mascot, and Victor E. Bulldog Content will not be used by campus divisions/departments/units for promotional, educational, or informative content. This includes the Victor E. Bulldog name, mark, image/likeness, or copy (written text) that is intended to come from or represent the live mascot.

8. Victor E. Bulldog Content

- A. "Victor E. Bulldog Content", as used in this policy, is all content created/provided by the FSAA, meant to represent the live mascot.
- B. This includes, but is not limited to:
 - 1) The written word (copy or text) including those using the Victor E. Bulldog name and/or that is intended to be as the "voice" of Victor E. Bulldog.
 - 2) Photos.

- 3) Video.
 - 4) The image/likeness of the live mascot.
 - 5) Representations of bulldogs which are meant to imply that the canine being used is Victor E. Bulldog.
 - 6) Image/Likeness of former Victor E. Bulldog live mascots.
- C. The FSAA will be the only entity which provides official Victor E. Bulldog Content. Provisions and guidelines for use of the live mascot are provided in this policy.

9. Use of Images/Likeness

- A. Prior to use, all requests for use of the Victor E. Bulldog likeness (e.g. photographs, video or other content meant to represent the live mascot) must be approved by the FSAA.
- B. Depending on the nature of the requested use, approval by the Fresno State Licensing Department may also be required.
- C. Only images of the current live mascot may be used.
- D. Use of the likeness and/or images applies to all forms of publications, print media, digital media, and products and merchandise (see below for additional social media guidelines).
- E. If an incorrect likeness is used (e.g. use of a former live mascot, or of a bulldog that is not Victor E. Bulldog but is intended to look like and/or represent the live mascot), the entity at fault must immediately remove the unauthorized image and will be solely responsible for any and all costs associated with such removal.
- F. Once a new generation of live mascot is implemented, all imagery of the former live mascot will not be used or disseminated.
 - 1) In the event of a current live mascot retiring, passing away unexpectedly, or another event occurring which causes that live mascot to no longer serve as the official live mascot for Fresno State, if the likeness of that former live mascot appears on printed material and/or licensed merchandise, or any other product or material, those items may continue to be sold until current inventory/quantities are exhausted, or up to a maximum of six months after the new live mascot is implemented.
 - 2) Upon the depletion of inventory, if new inventory/products/materials are ordered that use the former live mascot's likeness, a cease and desist communication will be provided to the offending entity, any and all items

are subject to removal. Loss of profit and/or any costs associated with the removal of inventory/products/materials will be incurred by the offending entity who perpetuated the former likeness.

G. Clothing

- 1) Without the express approval of the FSAA, Victor E. Bulldog will not appear in clothing, props, or other apparel, including with the application of photo-shopped images/clothing/props.

10. Social Media

- A. The FSAA will create, manage and produce all original content for Victor E. Bulldog, posting on designated Victor E. Bulldog social media platforms, including but not limited to, use of Victor E. Bulldog's name, image, voice/quotes, likeness, or persona.
- B. Unless conducted within the context of pre-appearance promotions at an event, or during an event, whether on the Fresno State campus, or in the community:
 - 1) Fresno State divisions/units/departments will not create or post original Victor E. Bulldog Content.
 - 2) Companies, organizations, businesses or other entities in the community will not create or post original Victor E. Bulldog Content.
 - 3) No entity may create impersonation social media accounts intended to represent Victor E. Bulldog.
 - 4) If unauthorized Victor E. Bulldog Content is created/posted the entity at fault must immediately remove the unauthorized Victor E. Bulldog Content and will solely be responsible for any and all costs associated with such removal.
- C. Example of acceptable content:
 - 1) Victor E. Bulldog makes an on-campus appearance or an appearance in the community. The organizing entity may use Victor E. Bulldog Content approved by the FSAA to help promote the event, and do live-posts during the event that include Victor E. Bulldog. Anyone in attendance during the event is able and encouraged to take pictures with Victor E. Bulldog and post to their chosen social media.
 - 2) Sharing/Re-tweeting/Re-posting Victor E. Bulldog Content with original content intact on social media platforms.

D. Examples of unacceptable/unapproved content:

- 1) Posting original/unapproved Victor E. Bulldog Content not related to a scheduled appearance, or during the appearance. Posting any Victor E. Bulldog Content on social media platforms.
- 2) Using Victor E. Bulldog to promote any retail or commercial product, service, or other partnerships of any kind unapproved by the FSAA (see “Infringement” below).

E. Impersonation social media accounts or unauthorized use

- 1) Administrators of unauthorized impersonation Victor E. Bulldog social media accounts and/or third party creators/posters of unauthorized Victor E. Bulldog Content will be sent, at the FSAA’s discretion, a cease and desist letter.
- 2) The FSAA will allow a set period of time for the administrator to remove the unauthorized Victor E. Bulldog Content and/or impersonation account.
- 3) In the event the unauthorized user does not remove the post, terminate the account, and/or provide proof of termination in a timely manner, the FSAA, at its discretion, will pursue legal recourse.

11. Revenue Generating Activities

- A. The FSAA has exclusive oversight in the use of the live mascot, and Victor E. Bulldog Content for revenue-generating activities.
- B. This includes, but is not limited to, licensing, sponsorships (through the Victor E. Bulldog Preferred Partner program), and fundraising.

12. Requests for Appearances

- A. The FSAA will oversee all scheduling of appearances by Victor E. Bulldog.
- B. All requests must meet criteria as determined by the FSAA.
- C. Criteria include, but are not limited to:
 - 1) Safe environment for the live mascot.
 - 2) Purpose of appearance.
 - 3) Alignment of the request with the brand values, personality of the Victor E. Bulldog brand, and Fresno State and FSAA purposes and goals.
 - 4) Weather conditions (extreme heat and cold).

- 5) Length of requested appearance.
 - 6) Number of attendees likely to be present.
 - 7) Other scheduling/appearance engagements.
 - 8) Time, and/or date, and/or location of the event.
 - 9) Presence of food.
- D. In order of priority, Victor E. Bulldog will be made available to the following audiences:
- 1) Campus-based entities
 - a) Students (requests by departments, student clubs and organizations, through regular “office hours”, etc.)
 - b) President’s office
 - c) Fresno State Alumni Association
 - d) Athletics (including attendance at every home football game)
 - e) Other campus-based events
 - 2) Community-based entities
 - a) VEB sponsors and advertisers
 - b) Organizations in the community (including for-profit/private, community benefit organizations/non-profits, government, etc.)
 - 3) Strategic appearances
 - a) To make VEB accessible to campus-based and community-based entities, both locally and regionally, the FSAA will plan additional strategic activities (i.e. surprise appearances, road trips to regional alumni/events, etc.).
- E. Campus-based process
- 1) The FSAA will review all requests to determine the appropriateness of the organization and reason for request.
 - 2) Victor E. Bulldog is available to campus-based entities, for *on-campus* events, free of charge. This applies to students, faculty, staff, student clubs and organizations, and/or divisions/departments/units.
 - 3) If a request from a campus-based entity requires travel to an *off-campus* location, charges may apply. Charges will be determined by the FSAA.
 - 4) Requests for appearance must be made at least two weeks prior to the date of the event.
 - 5) A request to appear does not guarantee an appearance.

F. Non-campus process

- 1) The FSAA will review all requests to determine the appropriateness of the organization and reason for request.
- 2) The FSAA will oversee all requests for appearances by non-campus entities. This includes, but is not limited to: Businesses and organizations, non-profits/community benefit organizations, alumni, donors, private citizens, etc.
- 3) The FSAA will determine whether a request for appearance will be fulfilled.
- 4) The entity will be charged by the FSAA for an appearance. Charges are determined by the FSAA based on travel, length of time, location, etc.

G. Promotional collateral for event appearances

- 1) Prior to being printed/produced/distributed, if promotional collateral is developed for an event, all content must be reviewed and approved by the FSAA.
- 2) Only authorized images will be used (see “Use of Images/Likeness” above).
- 3) Whenever the image/likeness of Victor E. Bulldog is used, the following statement must be included: “Come meet Fresno State’s live mascot, Victor E. Bulldog III!”
- 4) No additional copy that implies Victor E. Bulldog’s personal endorsement of the event/function/cause may be used.

14. Infringement

- A. Third parties may not use any names, logos, colors, slogans, the Victor E. Bulldog marks, images of Victor E. Bulldog, or confusingly similar variations of bulldogs intending to represent Victor E. Bulldog for any unauthorized purposes without permission from Fresno State’s Licensing Department, Fresno State’s trademark licensing agency (for products), or FSAA as applicable.
- B. Any unauthorized use of the Victor E. Bulldog names, logos, colors, slogans, or marks will be considered trademark infringement and/or unfair competition and handled accordingly.