

# CERIAS Identity Policy

*Policy to credit CERIAS on papers, proposals, and presentations*



**Center for Education and Research  
in Information Assurance and Security**

CERIAS is an identity associated with the many faculty, students, staff and alumni who have been working for over a decade to establish a pre-eminent presence in cyber security, privacy and cyber-crime research and education. There is global recognition and respect for CERIAS and those associated with CERIAS. Appropriate use of the CERIAS name and logo help to maintain and further build this reputation to the benefit of all associated with the center, now and in the future.

This policy is intended to help guide faculty, staff and students in the use of the CERIAS “brand.” Association with CERIAS is voluntary, as is use of CERIAS branding. However, it is in the best interests of everyone working in this exciting area at Purdue to share in promoting the reputation and mission of the Center to support their own efforts.

This policy describes appropriate uses of the CERIAS logo and name.

## Uses of Logo

The CERIAS logo (as on this page) is a Federally registered trademark of Purdue University for use by the Center. CERIAS is also a registered service mark. Use of either mark on official university WWW pages is allowed, as is use in official presentations, posters, and similar materials related to CERIAS activities. Any other use must be approved by the Executive Director or Managing Director, or by other appropriate university authority.

## Proposals

Faculty and staff are encouraged to include CERIAS as an affiliated center on proposals submitted to external funding sources via the proposal submission form (used to be “Form 17”) when the topics of the proposals are related to CERIAS. *There is no cost or penalty for any academic department, center, or individual to do this.* Citing CERIAS on proposals helps provide us with tracking of funded efforts related to our core mission and faculty.

Center resources and staff can be listed in support of proposals by CERIAS faculty and staff with the approval of the executive director or managing director. (We encourage such inclusion, especially when support for the Center is included in the budget.)

## Publications

Faculty, staff and students are strongly encouraged to list CERIAS as their affiliation on publications related to CERIAS topics. This helps to convey our collective strengths and build our collective reputation.

This listing can be in combination with a home department, if desired, as in

Professor John Purdue  
CERIAS and Department of Cyber Sciences  
Purdue University  
West Lafayette, IN 47907  
[jpurdue@purdue.edu](mailto:jpurdue@purdue.edu)

This may also be shown in a footnote. The home department may be omitted and only CERIAS listed, if desired.

## **Posters and Presentations**

Graphic material (posters and presentations) may use the CERIAS name only in conjunction with the logo (i.e., the logo must be used). Standard Purdue presentation materials may be used, or formats designed and approved by CERIAS staff may be used.

When used in conjunction with the Purdue University logo, the graphic identity standards for the Purdue logo should be followed (e.g., the CERIAS logo should not be larger than the Purdue logo).

Center staff may be consulted for graphic templates and for high resolution copies of the CERIAS logo.

## **Websites**

The CERIAS logo may only be used on official WWW pages hosted on university servers, or on the official servers of CERIAS sponsors and associates. Any such use of the logo should be linked back to the CERIAS WWW site.

The logo may not be used on any personal WWW sites hosted outside of Purdue University.

Any other use of the logo on a website must be approved by the executive director, managing director, or other appropriate university authority.

Purdue staff may be consulted for web templates and for high resolution copies of the CERIAS logo.

## **Revocation, Prohibited Uses**

Any use of the CERIAS name or logo in a manner that endorses – or is interpreted as promoting or endorsing – any product, service, or enterprise other than the center or university is strictly prohibited.

Any use of the name or logo in association with material prohibited by university policy is also prohibited.

Any usage of the name or logo, even if in accordance with elements of this policy, shall be discontinued immediately upon request by the executive director, managing director, or other appropriate university authority, and will not be resumed without written approval of same.