



## **Stanford Rebuild and Stanford Embark Name Use Guidelines for Participants**

Stanford Rebuild (“Rebuild” or (the “Program”) is an online global innovation sprint made available to participants by Stanford Graduate School of Business. Stanford Embark is a toolkit that has been made available to you as part of the Stanford Rebuild innovation sprint.

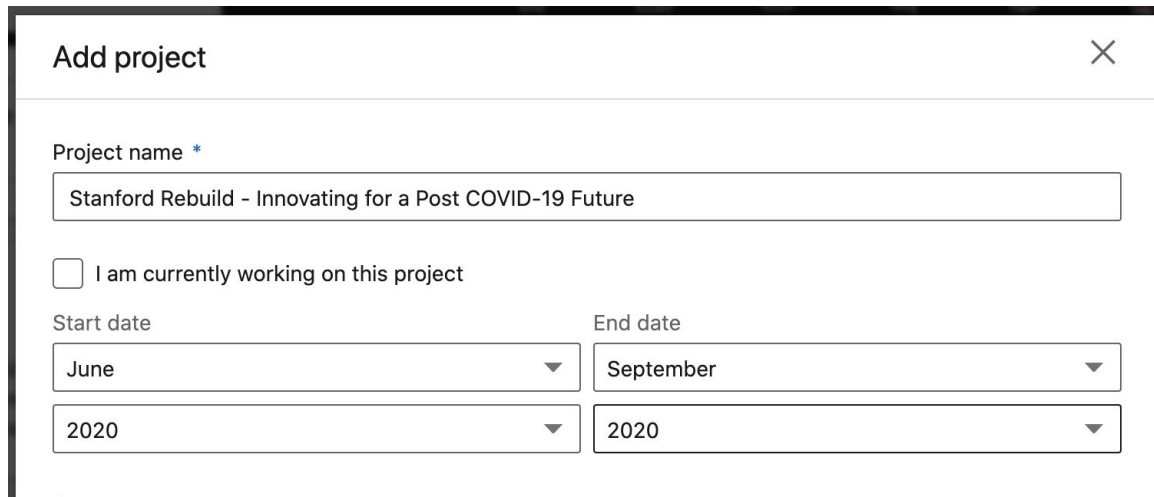
The following guidelines are applicable to all participants of Rebuild.

- Participation in the Program does not confer a Stanford grade, credit, degree or certificate and members are not considered Stanford University or Stanford Graduate School of Business (GSB) students or alumni merely by virtue of their participation in the Program.
- Members may not use any Stanford marks such as the Stanford seal, campus images or logo. Any use of Stanford’s name or names of faculty in all media formats, except as permitted in this document, requires written advance approval by Stanford. Do not use any Stanford marks on your company’s materials or products.
- Participation in the Program does not entitle members access or use of the resources of Stanford beyond the Program.
- You may not imply that Stanford, Stanford Graduate School of Business, or Stanford Rebuild recommends or endorses you as a participant or your venture.
- Participants have no rights, title, or ownership of the Program materials. The program material is for your personal use only and cannot be used in any programs outside of those at Stanford, privately or publicly.
- You may only list your participation in Stanford Rebuild in accordance with the examples below and in compliance with Stanford University’s [Trademark Policies](#).
- Stanford Rebuild reserves the right to withdraw participants from the Program if it is deemed that they are in violation of these guidelines.

Please refer to the examples below for approved uses on LinkedIn, Facebook, Angelist, and on pitch decks and resumes.

## LinkedIn

Participants may list Stanford Rebuild as a **Project** on their LinkedIn profile. Please use the image below as a guideline on what to specify under Projects. Stanford affiliation statements should be factually accurate. Participants should not list Stanford Rebuild, Stanford University, or Stanford Graduate School of Business under Work Experience or Education. This does not apply to Stanford students, staff, faculty, or alumni, who have a pre-existing affiliation with Stanford.



**Add project** [Close]

Project name \*

Stanford Rebuild - Innovating for a Post COVID-19 Future

I am currently working on this project

Start date      End date

June      September

2020      2020

## Facebook and Other Social Media

You may include participation in Stanford Rebuild on Facebook under Professional Skills. Stanford's logo may not be used. On other social media platforms, you can post a message indicating your participation in Stanford Rebuild, but you may not use Stanford's logos or images. We invite you to use the example texts below for your posts:

Example Text 1:

*I'm working on a project through Stanford Rebuild, a global innovation program created by Stanford, to help with COVID-19 recovery.*  
<https://rebuildsprint.stanford.edu/>

Example Text 2:

*I'm participating in Stanford Rebuild, a global innovation program, to explore a venture idea that I hope will help with COVID-19 recovery.*  
<https://rebuildsprint.stanford.edu/>

Example Text 2:

*I'm excited to be part of a global community of innovators participating in Stanford Rebuild, an 8-week innovation sprint to help with COVID-19 recovery.*  
<https://rebuildsprint.stanford.edu/>

**Resumes**

You may include your participation in the Stanford Rebuild on your resume and other CV materials in a list of activities. Stanford's logo may not be used.

**Pitch Decks / Websites**

You may include your participation in the Stanford Rebuild on your pitch deck/website by indicating that you/your team were a "Participant in Stanford Rebuild". Stanford's logo may not be used.