

Norm Usage Guidelines

These guidelines outline the use cases for IUP's beloved mascot, Norm.

Mascot usage on campus for student and prospective student events will be prioritized over all other requests.

The following is a list of places and events where Norm is inherently allowed (subject to costume availability)

- For on-campus, student-related events
- For admissions events

Norm shall not appear at the following places/events:

- Non-sanctioned events or parties
- Alongside alcohol, drugs, tobacco, or political content
- Commercial endorsements or partnerships not approved by the university
 - Exception: Talon Ticket Day, where Norm visit businesses that are a part of Talon Ticket to get promotional shots.

Subject to Review:

- Mascot Days, off-campus recruitment events
 - Some events subject to cleaning and travel expenses

Rules for Borrowing Norm Costume

- Coordinate the date/time of usage and pick-up/drop-off with Tim.
- A handler should accompany Norm to enforce the rules and guidelines.
- After usage, if you're not directly returning it to the Co-op, please set the costume out in a safe location to air out.
- Return the costume as given (clothed, in packaging, foam insert in the beak)
- Breaking the usage guidelines or failure to follow the above procedure could result in suspension from use of the costume. Any damage incurred will be the responsibility of the borrower.