

3364-45-02 Permission for use of the university name and symbols.

(A) Policy statement

~~The use or reproduction of the university seal, the name, official logotypes and official symbols for any purpose is prohibited without prior written permission from the associate vice president for university communications and marketing operations.~~ To help strengthen the recognition of the university's name and brand, the university of Toledo oversees and enforces guidelines concerning use of its logos, seals and associated marks of the university on all of its campuses. The use or reproduction of these items for any purpose is prohibited without prior written permission from the associate vice president for marketing and communications.

(B) Purpose of policy

~~The purpose of this policy is to regulate use of the university and university of Toledo medical center names and associated symbols, marks, seals and logos.~~ ensure proper reproduction and display of the university of Toledo (UToledo) and university of Toledo medical center (UTMC) name, symbols, marks, seals, and logos on all collateral materials, displays and signage. This policy also has been developed to ensure and maintain the integrity of the UToledo and UTMC brands.

Special details are available in the official brand guide available at utoledo.edu/offices/marketing/brand-guide.

(C) Procedure

University departments or other units or any outside organizations that wish to use the university name and/or any symbol representing the university must have prior written approval from the associate vice president for ~~university marketing and communications and marketing operations.~~ university marketing and communications. Any change in any logotype or name representing the university or any of its departments or units must be approved by the associate vice president for ~~university marketing and communications and marketing operations.~~ university marketing and communications. This also applies to UTMC logos, associated symbols and marks.

Replaces: 3364-45-05

Effective: 9/8/2020

CERTIFIED ELECTRONICALLY

Certification

08/27/2020

Date

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