


<p><b>Name of Policy:</b> <u>Permission for use of the university name and symbols</u></p> <p><b>Policy Number:</b> 3364-45-02</p> <p><b>Approving Officer:</b> President</p> <p><b>Responsible Agent:</b> Vice president for external affairs Associate vice president for university communications and marketing operations; Director of healthcare marketing</p> <p><b>Scope:</b> All University of Toledo Campuses</p>	 <p><b>Revision date:</b> February 15, 2012</p> <p><b>Original effective date:</b> March 1, 2008</p>
<p><input type="checkbox"/> New policy proposal</p> <p><input type="checkbox"/> Major revision of existing policy</p>	<p><input checked="" type="checkbox"/> Minor/technical revision of existing policy</p> <p><input type="checkbox"/> Reaffirmation of existing policy</p>

(A) Policy statement

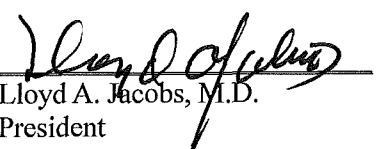
The use or reproduction of the university seal, the name, official logotypes and official symbols for any purpose is prohibited without prior written permission from the Associate vice president for university communications and marketing operations.

(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.

(D) 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 communications and marketing operations. 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 communications and marketing operations. This also applies to University of Toledo Medical Center logos, associated symbols and marks.

<p>Approved by:</p> <p> Lloyd A. Jacobs, M.D. President</p> <p><u>February 15, 2012</u> Date</p> <p><i>Review/Revision Completed by: Associate vice president for university communications and marketing operations; Associate vice president of branding and creative services; Director of healthcare marketing</i></p>	<p><b>Policies Superseded by This Policy:</b></p> <p><i>Previous 3364-45-02 effective date: March 1, 2008</i></p> <p><b>Initial Effective Date:</b> March 1, 2008 <b>Review/Revision Date:</b> February 15, 2012 <b>Next review date:</b> February 15, 2015</p>
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