(A) Policy statement

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.

(B) Purpose

The purpose of this policy is to ensure proper reproduction and display of The University of Toledo and University of Toledo Medical Center name, symbols, marks, seals, and logos on all collateral materials, displays and signage. This policy has also been developed to ensure and maintain the integrity of the “UT” and “UTMC” brands.

Specific details are available in the official graphic standards manual that is available in pdf form in the marketing toolbox in the MyUTportal.