


<p>Name of Policy: <u>Permission for use of the university name and symbols</u></p> <p>Policy Number: 3364-45-02</p> <p>Approving Officer: Vice president for enrollment, marketing and communications.</p> <p>Responsible Agent: Senior director for university marketing (UT); Director for health-care marketing (UTMC)</p> <p>Scope: All University of Toledo Campuses</p>	 <p>Effective date: 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 senior director of university marketing.

(B) Purpose of policy

The purpose of this policy is to regulate use of the university and University of Toledo Medical Center name 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 senior director of university marketing. Any change in any logotype or name representing the university or any of its departments or units must be approved by the senior director of university marketing. This also applies to University of Toledo Medical Center logos, associated symbols and marks.

<p>Approved by:</p> <p><u>/s/ laj</u> Lloyd A. Jacobs, M.D. President</p> <p><u>May 20, 2008</u> Date</p> <p><i>Review/Revision Completed by: Senior director for university marketing (UT) Director for health-care marketing (UTMC)</i></p>	<p>Policies Superseded by This Policy:</p> <p><i>VII-2-4 Use of university name and symbols, (former Main Campus policy adopted 2/10/99)</i></p> <p>Initial Effective Date: March 1, 2008 Review/Revision Date: Next review date: March 1, 2011</p>
---	---