


<p>Name of Policy: Proper use and reproduction of university and UTMC logos, seals, and associated marks</p> <p>Policy Number: 3364-45-05</p> <p>Approving Officer: Vice president for enrollment services, marketing and communications.</p> <p>Responsible Agent: Senior director for university communications (UT); Senior director for university marketing; Director for health-care marketing (UTMC)</p> <p>Scope: All University of Toledo campuses</p>	 <p>Effective date: March 1, 2008</p>								
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(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 and 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” brand.

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

This also applies to UTMC logos and 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> Draft</p> <p><i>Review/Revision Completed by:</i></p> <p><i>Senior director for university communications (UT); Senior director for university marketing Director for health-care marketing (UTMC)</i></p>	<p>Policies Superseded by This Policy:</p> <p><i>01-011, Use of seal and logo (former Health Science Campus Policy, review date 07/01/03)</i></p> <p>Initial Effective Date: March 1, 2008 Review/Revision Date: Next review date: March 1, 2011</p>
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