Name of Policy: **Proper use and reproduction of university and UTMC logos, seals, and associated marks**

**Policy Number:** 3364-45-05

**Approving Officer:** President

**Responsible Agent:** Vice president for external affairs

**Scope:** All University of Toledo campuses

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**Revision date:** February 15, 2012  
**Original Effective date:** March 1, 2008

- [ ] New policy proposal  
- [X] Minor/technical revision of existing policy  
- [ ] Reaffirmation of existing policy

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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 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.

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**Approved by:**

/s/  
Lloyd A. Jacobs, M.D.  
President

**Draft**

**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

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**Policies Superseded by This Policy:**

Previous 3364-45-05, effective date March 1, 2008

**Initial Effective Date:** March 1, 2008  
**Review/Revision Date:** February 15, 2012  
**Next review date:** February 15, 2015