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| Name of Policy: <u>Permission and proper use of university and UTMC name, logos, seals and associated marks</u> | |  <p>Effective date: June 29, 2020</p> <p>Original effective date: March 1, 2008</p> | |
| Policy Number: 3364-45-02 | | | |
| Approving Officer: President | | | |
| Responsible Agent: Associate Vice President for Marketing and Communications | | | |
| Scope: All University of Toledo campuses | | | |
| <input type="checkbox"/> | New policy proposal | <input checked="" type="checkbox"/> | Minor/technical revision of existing policy |
| <input type="checkbox"/> | Major revision of existing policy | <input type="checkbox"/> | Reaffirmation of existing policy |

(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. The use or reproduction of these items for any purpose is prohibited without prior written permission from the Associate Vice President for Marketing and Communications.

(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 also has been developed to ensure and maintain the integrity of the “UToledo” and “UTMC” brands.

Specific details are available in the official brand guide available at utoledo.edu/offices/marketing/brand-guide

(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 Marketing and Communications. 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 Marketing and Communications. This also applies to University of Toledo Medical Center logos, associated symbols and marks.

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| <p>Approved by:</p> <p><u>/s/</u> Sharon L. Gaber, Ph.D. President</p> <p><u>June 29, 2020</u> Date</p> <p><i>Review/Revision Completed by:</i></p> <p><i>Associate Vice President for Marketing and Communications, SLT</i></p> | <p>Policies Superseded by This Policy:</p> <ul style="list-style-type: none">• 3364-45-05, effective February 15, 2012• Previous 3364-45-02, effective February 15, 2012 <p>Initial effective date: March 1, 2008</p> <p>Review/Revision Date: February 15, 2012, June 29, 2020</p> <p>Next review date: June 29, 2023</p> |
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