

Memo to: All UH-Downtown/PS Holders  
From: Max Castillo, President  
Subject: University Seal and Logo

UH-Downtown/PS 01.A.04  
Issue No. 3  
Effective date: 11/03/99  
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### **1. PURPOSE**

The purpose of this PS is to state the policy on the use of the seal and logo of the University of Houston - Downtown (UHD).

### **2. POLICY/PROCEDURES**

2.1 The University's seal and logo are copyrighted and may be used only as authorized by UHD. University personnel are authorized to use the seal and logo in connection with official publication, communications, or visual displays. Such usage must at all times be in good taste and related to University activities.

2.2 On certain official university documents, use of a seal stamp is appropriate. At UHD, a seal stamp is located in the Office of Admissions and Records. The Dean of Student Affairs is authorized to control the use of this stamp for business associated with admissions, records, and student affairs. Any other utilization of the seal stamp must be approved by one of the following officers: Vice President for Academic Affairs and Provost, Vice President for Administration, or the President.

2.3 Commercial use of the University seal and logo is prohibited except in those instances expressly authorized.

2.3.1 Authorization to use the University seal is secured by approvals from the Vice President for Academic Affairs and Provost, the Vice President for Administration, or the President.

2.3.2 Authorization to use the University logo is secured by approval from the Executive Director of Institutional Advancement.

2.4 Any questions related to the appropriate use of the University's seal should be referred to either the Vice President for Academic Affairs and Provost or the Vice President for Administration.

2.5 Any questions related to the appropriate use of the University's logo should be referred to the Executive Director of Institutional Advancement

### **3. REVIEW AND RESPONSIBILITIES**

Responsible Party (Reviewer): Vice President for Administration

Review: As needed

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President

Policy History

Issue #1: 08/11/81

Issue #2: 01/11/88