

Memo To: All UH-Downtown/PS Holders

UH-Downtown/PS 01.A.04

From: William Flores, President

Issue No. 4

Effective date: 05/20/2015

Subject: University Seal and Logo

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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. DEFINITIONS

There are no definitions associated with this policy.

3. POLICY

- 3.1 The University's seal and logo are copyrighted and may be used only as authorized by UHD. University personnel are authorized to use the 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.
- 3.2 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.

4. PROCEDURES

- 4.1 Commercial use of the University seal and logo is prohibited except in those instances expressly authorized.
 - 4.1.1 Authorization to use the University seal is secured by approvals from the Executive Director of University Relations, the Vice president for Academic Affairs and Provost, the Vice President for Administration and Finance, or the President. The University seal is reserved for presidential communications or use.
 - 4.1.2 Authorization to use the University logo is secured by approval from the Executive Director of University Relations.
- 4.2 Any questions related to the appropriate use of the University's seal should be referred to the Executive Director of University Relations, the Vice President for Academic Affairs and Provost or the Vice President for Administration and Finance.

4.3 Any questions related to the appropriate use of the University's logo should be referred to the Executive Director of University Relations.

5. EXHIBITS

There are no exhibits associated with this policy

6. REVIEW PROCESS

Responsible Party (Reviewer): Executive Director of University Relations

Review: Every three years on or before May 1st.

Signed original on file in Employment Services and Operations.

7. POLICY HISTORY

Issue #1: 08/11/81

Issue #2: 01/11/88

Issue #3: 11/03/99

8. REFERENCES

There are no references associated with this policy.