



*The*  
**UNIVERSITY**  
*of* **VERMONT**

Policy V. 8.0.4.1

Responsible Official: Vice  
President for Legal Affairs and  
General Counsel

Effective Date: May 16, 2009

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## University Seal

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### History of the Official Seal of the University of Vermont

The University first adopted an official seal in 1807. The seal depicts the sun rising over the Green Mountains with the original "college edifice" (now the remodeled Old Mill) in the upper foreground, and a diagram of the Pythagorean Theorem, a quadrant, and a globe in the lower foreground. The outer ring of the oval includes the motto "*Universitas V. Montis. A.D. 1791.*" "*Collegiumque Agriculturae*" in an inner ring notes the establishment of the College of Agriculture in 1865. From 1891 until 1975, the original seal was replaced with a round seal developed to include the College of Agriculture. In 1975, the University Board of Trustees approved a return to the original oval seal, modified to include the College of Agriculture representation within the inner ring of the oval.

### Policy Statement

The embossed seal is, in addition to a symbol of the identity of the University, a corporate mark of identification demonstrating the authenticity of academic records, contracts and other documents executed in the name of the University. It is important as a fiduciary matter and to the integrity of the University that the seal ("Seal") be used only for permissible purposes by authorized University officials. This policy therefore sets forth rules regarding use of the Seal and describes how authorization is conferred.

### Use to Authenticate Documents

The University Secretary or delegate(s) ("the Secretary") shall be the keeper of the University Seal. The University Seal shall be used for the purposes of authenticating documents for both corporate and academic purposes by University officials whom the Secretary designates to do so. University officials the Secretary authorizes to maintain and utilize the University Seal, including replicas, shall keep the Seal in a secure location that allows for vigilant oversight.

## Use for Promotion, Marketing and Communications

The University Seal is a registered trademark that may be used only in accordance with the following institutional policies:

- Trademarks
- Licensing
- University Name, Symbols, Letterhead, and other Proprietary Indicia of Affiliation; Use of
- Graphic Design [*in process*]

## Reason for the Policy

The Policy is established to fulfill fiduciary responsibilities to, and protect the integrity of, the University.

## Strategic Direction

This Policy supports the following goal in the University's Strategic Plan:

- ***Institutional Efficacy:*** As an institution, model the highest standard of ethical conduct, public service, and strong commitment to lifelong learning.

## Applicability of the Policy

The Policy applies to all proposed uses of the Seal, including without limitation to authenticate documents and for promotional, marketing or communications purposes, whether commercial or non-commercial.

## Definitions

*The Seal:* is the emblem described in the introductory paragraph of this Policy.

*The Secretary:* is the Secretary of the Board of Trustees.

## Procedures

**Authorization of University officials to authenticate documents and/or to maintain the Seal or a replica thereof.** The Secretary shall, through express and written delegation of authority, authorize specific institutional officials *ex officio* to maintain the Seal or a replica thereof. Any additional authorizations that become necessary in the course of University business must also be obtained from the Secretary.

**Authorization of persons or entities to use the Seal for promotional, marketing, communications or related purposes.** Policies and procedures applicable to use of the Seal for these purposes are listed in this Policy above.

## **Contacts**

The Assistant Secretary to the Board, under the direction of the Secretary, is the official responsible for the operational interpretation of this Policy as it concerns use of the Seal to authenticate documents. Questions should be directed to:

Office of the Assistant Secretary of the Board and General Counsel:  
351 Waterman (802) 656-8585

The officials responsible for administering the Policies relating to Trademarks; Licensing; Use of University Name, Symbols, Letterhead, and other Proprietary Indicia of Affiliation; and Graphic Design are identified in those Policies.

## **Related Documents/Policies**

- Contract Approval and Authority  
<http://www.uvm.edu/~uvmppg/ppg/procure/contract.pdf>
- Graphic Design [*in process*]
- Licensing  
[http://www.uvm.edu/~uvmppg/ppg/general\\_html/licensing.pdf](http://www.uvm.edu/~uvmppg/ppg/general_html/licensing.pdf)
- Trademarks  
[http://www.uvm.edu/~uvmppg/ppg/general\\_html/trademark.pdf](http://www.uvm.edu/~uvmppg/ppg/general_html/trademark.pdf)
- University Name, Symbols, Letterhead, and other Proprietary Indicia of Affiliation  
[http://www.uvm.edu/~uvmppg/ppg/general\\_html/letterhead.pdf](http://www.uvm.edu/~uvmppg/ppg/general_html/letterhead.pdf)

## **Effective Date**

Policy effective upon Board of Trustee approval May 16, 2009.