



OFFICE OF COMPLIANCE SERVICES  
UVM.EDU/POLICIES

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## POLICY

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**Title:** University Name, Symbols, Letterhead and other Proprietary Indicia of Affiliation

### Policy Statement

This policy describes permissible uses of the University Name, Symbols, Letterhead and other proprietary indicia of affiliation with the University.

The use and appearance of the University's name, logo, seal, letterhead, and other indicia of institutional affiliation ("Symbols") are governed by several principles:

- University Symbols are designed to advance the mission and reputation of the University in a manner that reflects its history and purpose and to strengthen and define its identity and name recognition. Consistency is critical to UVM's branding initiative.
- Trademarks identifying the University, its products, services, programs, or activities ("University Trademarks") are the property of the University, protected under state and federal trademark law. Unauthorized use of a University Trademark is an unlawful infringement of the mark.
- Symbols may not be used by members of the University community or external parties to imply UVM endorsement of individual or organization opinions, such as regarding political or religious issues.
- Symbols may be used only in connection with UVM programs and activities and under no circumstances for outside non-professional activities, or outside professional activities engaged in primarily for private purposes.

### Reason for the Policy

This Policy is designed to establish general expectations and rules associated with the use of the University's Symbols.

### Applicability of the Policy

This Policy applies to University faculty, students, staff and external persons and entities.

### Definitions

None

## Procedures

### Authorized Uses

#### 1. Students , Faculty and Staff

Faculty and staff may use University Symbols in connection with activities undertaken as part, and within the authorization and scope, of their University employment.

University faculty, staff and students may also refer to their professional or student status for purposes of self-identification in connection with external activities and the public expression of personal views if the status is accurately described, *and the use does not state or imply University endorsement of the activity or views*. As to the expression of views, the following disclaimer is recommended: "The comments or opinions here expressed are my own and should not be taken as a statement, opinion, position or endorsement by the University of Vermont."

University Symbols may not be used to promote personal commercial or non-commercial activity of any kind by faculty, students or staff in the absence of a licensing agreement obtained by means of the University Licensing policy.

Student groups officially recognized by the Student Government Association, the Graduate Student Senate, or the UVM Offices of Student Life or Residential Life may use University Symbols with the prior approval of the Director of the UVM Office of Student Life who, before giving authorization, must consult with the Vice President for Administration of University Relations or designee.

Unauthorized use of University Symbols by UVM faculty, students or staff may constitute a basis for disciplinary action under customary disciplinary procedures. Unauthorized use of University Symbols by a University affiliate may constitute a basis for termination of the affiliation. Unauthorized use by any person or organization may also be unlawful and subject violators to civil or criminal prosecution.

#### 2. External Entities

University Symbols may be used only pursuant to University licensing agreements. Unauthorized use of University Symbols may be unlawful and subject violators to civil or criminal prosecution.

## Contacts

| Questions concerning the daily operational interpretation of this policy should be directed to the following (in accordance with the policy elaboration and procedures): |                      |
|--|----------------------|
| Title(s)/Department(s):  | Contact Information: |
| Office of University Communications<br>(Questions related to this policy <i>by faculty, staff, and non-affiliates organizations</i> )                                    | (802) 656-2005       |
| Office of the Director of Student Life<br>(Questions related to this policy <i>by students</i> )   | (802) 656-2060       |

## Forms/Flowcharts/Diagrams

- None

## Related Documents/Policies

- [Copyright Policy](#)
- [Graphic Identity - Style Guide](#)
- [Licensing - Trademarks Policy](#)
- [Political Activities: Tax Exempt Organization Restrictions Policy](#)
- [Trademarks Policy](#)
- [University Seal Policy](#)

## Regulatory References/Citations

- None

## Training/Education

Training will be provided on an as-needed basis as determined by the Approval Authority or the Responsible Official.

## About this Policy

|                              |  |                            |               |
|------------------------------|--|----------------------------|---------------|
| <b>Responsible Official:</b> | Chief Communications Officer   | <b>Approval Authority:</b> | President     |
| <b>Policy Number:</b>        | V. 5.29.3  | <b>Effective Date:</b>     | March 2, 2015 |
| <b>Revision History:</b>     | <ul style="list-style-type: none"><li>• V. 3.4.4.1 Approved by the President April 30, 2004</li><li>• V. 8.3.2 Approved by the President on October 14, 2008</li><li>• Approved by the President March 1, 2015</li><li>• Responsible official officially changed from the Vice President for University Relations and Administration to the Chief Communications Officer on October 5, 2020</li><li>• Reaffirmed February 16, 2021</li></ul> |                            |               |

*University of Vermont Policies and Operating Procedures are subject to amendment. For the official, approved, and most recent version, please visit UVM's [Institutional Policies Website](#).*