



POLICY

Title: University Seal

Policy Statement

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.

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 shall be the keeper of the University Seal. The University Seal shall be used by the Secretary or University officials authorized by the Secretary to authenticate documents for both corporate and academic purposes.

University officials authorized by the Secretary to maintain and utilize the University Seal, shall keep the Seal, including replicas, 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

Reason for the Policy

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

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 or Assistant 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

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 the Assistant Secretary of the Board and General Counsel	(802) 656-8585

Forms/Flowcharts/Diagrams

- None

Related Documents/Policies

- [Contract Approval and Signatory Authority](#)
- [Graphic Design](#)
- [Licensing - Trademarks](#)
- [Trademarks](#)
- [University Name, Symbols, Letterhead, and other Proprietary Indicia of Affiliation](#)

Regulatory References/Citations

- [16 App. V.S.A.16 App V.S.A ch. 1](#)

Training/Education

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

About this Policy

Responsible Official:	Vice President for Legal Affairs and General Counsel	Approval Authority:	President
Policy Number:	V. 8.4.2	Effective Date:	October 8, 2014
Revision History:	<ul style="list-style-type: none">• V. 8.4.1 Policy effective upon Board of Trustee approval May 16, 2009• October 6, 2020		