

USE OF UNIVERSITY LOGO/SEAL/NAME

A. Purpose

The purpose of this policy is to outline the guidelines regarding the use of The University of Texas Rio Grande Valley's (UTRGV) official logo, seal and name. It also describes procedures which warrant variance from the normal processing of printing and graphic requests.

B. Persons Affected

This policy applies to all employees and students of UTRGV, regardless of status, and all external clients.

C. Definitions

Not applicable.

D. Policy

Seal: The official seal for UTRGV was approved by The University of Texas System Board of Regents. It is trademarked by the UT System and may be used only with the express permission of the UT System or the President of UTRGV. The seal may not be modified or redrawn in any way. It must be used in its entirety; it should not be used with any other logo, seal, or identifying mark. The official colors for the seal are red, blue, orange and green. The seal is intended for use on official documents such as diplomas, certificates, and transcripts, and at official meetings and functions such as commencement or as approved by the President of UTRGV. It cannot be used as a graphic element in items or materials such as brochures, advertisements, invitations and apparel without written authorization from the President of UTRGV.

Logo: The primary and preferred visual mark for UTRGV is the "Rockin' R" logo that shows the full, spelled-out name of UTRGV in two lines. There are three versions of the wordmark that can be found in the UTRGV Graphic Identity Guidelines or by contacting University Marketing & Communications. The UTRGV wordmarks and logs are for UTRGV office use only and may not be shared with any outside organizations or reproduced on any non-UTRGV materials without express permission from University Marketing & Communications.

Name: The official university name (The University of Texas Rio Grande Valley) should be used in first references in all formal communications. The official university name in Spanish is La Universidad de Tejas de El Valle del Río Grande. "The" is part of the name and should always be included, uppercase, in first reference. Second references may be abbreviated as UT Rio Grande Valley or UTRGV (preferred because it reinforces the web address). Do not use hyphens in the university name. UTRGV is a distributed institution made up of numerous campuses and sites across the Rio Grande Valley. There will be occasions when you have to specify campuses. In such cases refer to the UTRGV Graphic Identity Guidelines.

Trademarks: Only an officially licensed vendor may produce merchandise bearing UTRGV. “Officially licensed vendors” and “store vendors” or other university vendors may not always be the same. For a current list of officially licensed vendors, contact the UTRGV Office of Marketing and Communications.

Any trademark that identifies or is associated with UTRGV outside of products/merchandise as described above may not be used without express, prior written permission from the UTRGV Office of Marketing and Communications. To obtain this permission, submit a written request via email (preferable) to umc@utrgv.edu. We are committed to the concept that all items incorporating UTRGV trademarks (including names of departments and any recognized club and organization affiliated with UTRGV) should be manufactured by companies whose labor policies ensure that their employees are safe from abusive labor practices.

The UT System Office of Trademark Licensing in connection with our licensing agents [Collegiate Licensing Company (CLC), Strategic Marketing Affiliates(SMA), the Fair Labor Association (FLA) as well as the Worker Rights Consortium (WRC)] have adopted Labor Code standards that require licensees to disclose the locations of the factories it owns or contracts with and authorize announced and unannounced inspections/monitoring of the factories.

Merchandise bearing UTRGV trademarks and produced without proper written authorization may be considered counterfeit or infringing and subject to all available legal remedies, including, but not limited to, seizure of the merchandise.

E. Responsibilities

The Office of the President is responsible for authorizing special use of the UTRGV seal.

The Office of University Marketing and Communications is responsible for monitoring proper use and authorizing special use of the UTRGV logo and name.

The UT System Office of Trademark Licensing is responsible for assigning trademarks and authorizing licenses.

F. Procedures

UTRGV logos requested for the following uses are limited and described below. As always, prior written approval from The UT System Office of Trademark Licensing for permission to use marks in the following ways:

Publications

Use of trademarks/logos on the cover or within the text of a magazine when there is an article about UTRGV, its officers, students, or alumni.

Sports publications approved by the President or designee, providing the publisher agrees to include the following disclaimer in the publication:

"Not an official publication of The University of Texas Rio Grande Valley".

Literary works that generally provide historical information about and promote the goodwill of UTRGV. UTRGV marks may be licensed for such use by permission letter after review by the appropriate institutional officers.

Internal publications that incorporate UTRGV trademarks should conform to those the UTRGV Graphic Identity Guidelines.

Advertisements

UTRGV marks may be used in the following kinds of advertising, so long as the uses also conform to the special requirements of the Graphic Identity Guidelines. These are designed to help UTRGV conform its agreements to standard expectations regarding both the form and substance of the agreements and the approval of ad copy and layout design.

A commercial entity that is a "licensee" of UTRGV may utilize certain marks in an ad but only when there is an underlying related product, which is licensed and only when the licensed product is being advertised.

Those entities not licensed may utilize certain marks in ads that are of an informational, congratulatory or in team spirit nature (academic/athletic achievements) as determined by the Office of Marketing and Communications. These ads may not contain solicitation for the sale of their products or services but the company name/logo may appear.

Corporate advertisements that utilize appropriate UTRGV trademarks in official programs sold or distributed at Intercollegiate Athletic events, pursuant to the terms of an advertising agreement.

Promotional activities utilizing appropriate university trademarks, pursuant to the terms of a sponsor/promotional license agreement. Promotional activities are activities such as advertising or offering promotional products to further the growth, development, acceptance or sale of goods or services.

For companies that have done work for UTRGV, the company may list UTRGV with other customers. These companies may include photographs of the actual work area provided that it is generic to the location.

G. Relevant Federal and/or State Statutes, Board of Regents Rule, UTS Policy, and/or Coordinating Board Rule

UT System Trademark Policies