[Minor revision: March 21, 2016]

Angelo State University
Operating Policy and Procedure

OP 26.07: **University Name, Seal and Logo**

DATE: March 21, 2016

PURPOSE: The purpose of this Operating Policy and Procedure (OP) is to delineate the acceptable uses of the Angelo State University seal and logo.

REVIEW: This OP will be reviewed in March every three years, or as needed, by the Office of Communications and Marketing with recommended revisions presented to the president by April of the same year.

POLICY/PROCEDURE

The name, seal and logo of Angelo State University (as well as Angelo State, Angelo State University, and ASU) are the official emblems and registered trademarks of the university and may only be used for official university purposes. The university seal is reserved for use by the President's Office and is to appear only on official documents and other communications at the discretion of the president. The seal may not be modified through a changing of the font, proportions, colors (OP 26.08, OP 30.07 and Angelo State University Visual Identity Guidelines) or other design alteration, including overlapping text or graphics.

The university logo, along with its accepted variations, is the primary graphic mark for the university. It is designed to promote the visual identity of Angelo State University and is to be used on all printed and electronic materials representing the university. While the logo may be used by all university departments, it is not to be modified through a changing of the font, proportions, colors (OP 26.08 and OP 30.07 and Angelo State University Visual Identity Guidelines) or other design alteration, including overlapping text or graphics. Use of the university logo is not permitted in publications and displays which are not under the auspices or sponsorship of Angelo State University. Questions regarding use of university logos in publications or displays should be addressed to the Office of Communications and Marketing. No alterations or adapted uses of the logo are permissible without written approval in advance from the Office of Communications and Marketing.

Commercial use of the Angelo State University name, seal or logo is prohibited except in those instances expressly authorized by the president of Angelo State University. Any commercial use of the Angelo State University name, seal or logo must be authorized by the president and must follow guidelines, terms and conditions specified by the director of communications and marketing. Affiliate organizations should not use the Angelo State University name in the main title of bank accounts.