

Memo To: All UH-Downtown/PS Holders  
From: Dr. Loren J. Blanchard, President  
Subject: University Seal and Logo

UH-Downtown/PS 01.A.04  
Issue No. 5  
Effective date: 11/30/2021  
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## 1. PURPOSE

The purpose of this PS is to state the policy on the use of the seal and logo of the University of Houston-Downtown (UHD).

## 2. DEFINITIONS

There are no definitions associated with this policy.

## 3. POLICY

- 3.1 The University's seal and logo are copyrighted and may be used only as authorized by UHD. University personnel are authorized to use the logo in connection with official publication, communications, or visual displays. Such usage must at all times be in good taste and related to University activities.
- 3.2 On certain official university documents, use of a seal stamp is appropriate. At UHD, a seal stamp is located in the Office of Admissions and Records. The Vice President of Enrollment Management is authorized to control the use of this stamp for business associated with admissions, records, and student affairs. Any other utilization of the seal stamp must be approved by one of the following officers: Vice President for Academic Affairs and Provost, Vice President for Administration, or the President.

## 4. PROCEDURES

- 4.1 Commercial use of the University seal and logo is prohibited except in those instances expressly authorized.
  - 4.1.1 Authorization to use the University seal is secured by approvals from the Assistant Vice President of University Relations or the President. The University seal is reserved for presidential communications or use.
  - 4.1.2 Authorization to use the University logo is secured by approval from the Assistant Vice President of University Relations.
- 4.2 Any questions related to the appropriate use of the University's seal should be referred to the Assistant Vice President of University Relations.

4.3 Any questions related to the appropriate use of the University's logo should be referred to the Assistant Vice President of University Relations.

## **5. REVIEW PROCESS**

Responsible Party (Reviewer): Executive Director of University Relations

Review: Every three years on or before May 1<sup>st</sup>.

Signed original on file in the Office of Human Resources.

## **6. POLICY HISTORY**

Issue #1: 08/11/1981

Issue #2: 01/11/1988

Issue #3: 11/03/1999

Issue #4: 05/20/2015

## **7. REFERENCES**

There are no references associated with this policy.