



# University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

## BOARD OF REGENTS

### 14. PROPERTY AND FACILITIES

#### **Policy 14.B: Use of University's Name and Marks in Advertising and Marketing by External Entities**

The use of the university's name and marks in advertising and marketing involving explicit product endorsement is prohibited. The president has the authority, which may be delegated, to approve all other uses of the university's name and/or marks in advertising or marketing by external entities. The president or the president's delegate shall adopt guidelines to govern appropriate use of the university's name and marks in advertising and marketing by external entities.

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#### **History:**

- Adopted: March 27, 1970
- Revised: May 19, 2009, April 6, 2017
- Last Reviewed: April 6, 2017