14. PROPERTY AND FACILITIES

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

Consenting to The use of the university’s name and marks in advertising and marketing involving explicit product endorsement is prohibited, and the use of the university’s name in advertising not involving product endorsement is. 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 permitted only with the express written approval of the president or his designated representative. 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.

History:
- Last revised May 5, 2009.