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Endorsement Guidelines

From time to time a vendor or other company with which CU works will ask our faculty or staff members to provide testimonial quotes for the vendor's promotional purposes. **This is prohibited under Regent Policy 14B [1].** Endorsements can lead to misunderstandings and to misuse of CU's name or reputation, or give a vendor an unfair advantage when competing for CU's business.

On rare occasions, it may be in the university's best interest to publicly testify to the qualifications of a vendor or other company or the efficacy of the vendor or other company's products, goods, services, views or beliefs. In these cases, requests for participation by CU faculty, staff, employees or representatives must be referred to Elizabeth Collins for approval. Elizabeth will review the request and make a determination in writing. Requests should be submitted via email to Elizabeth.Collins@cu.edu [2]

Source URL:https://www.cu.edu/brand-and-identity-guidelines/endorsement-guidelines

Links
[1] https://www.cu.edu/regents/policy/14 [2] mailto:Elizabeth.Collins@cu.edu