

## **09.02.99.C1      Use of University Name and Indicia**

*Approved December 16, 2008  
Supplements System Policy 09.02*

### **1.      RULE**

- 1.1      Texas A&M University-Corpus Christi prohibits the use of any of its registered symbols, insignia, or other identifying marks without express written approval. For purposes of this rule, this prohibition includes but is not necessarily limited to all registered marks of the University's name, abbreviations, symbols, emblems, logos, mascot, slogans, marketing themes, official insignia, uniforms, landmarks, or songs.
- 1.2      The President of Texas A&M University-Corpus Christi has delegated the authority to approve the use of University identifying marks for printing, advertising, or other public distribution to the Vice President for Institutional Advancement. The President has delegated the authority to license the commercial use of University identifying marks to the Office of University Services.

### **2.      APPROVED USAGE**

- 2.1      The University's marks may be used by all University departments, recognized student organizations, the Texas A&M University-Corpus Christi Alumni Association, and the Texas A&M-Corpus Christi Foundation in support of the University's mission in accordance with guidelines developed by the Vice President for Institutional Advancement.
- 2.2      The University prohibits the use of any of its marks in any form in connection with partisan political activity of any kind, and the endorsement, support, or promotion of political candidates or legislative initiatives.
- 2.3      The University prohibits the use of any of its marks in the name of a commercial business, in advertising commercial services, or on periodic commercial publications without a proper licensing agreement as administered by the Office of University Services.
- 2.4      The University prohibits the use of any of its marks by non-University entities in such a way that implies University ownership or endorsement.

Contact for Interpretation: Vice President for Institutional Advancement

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