

09.02.99.C0.02 Branded Items

Revised: October 28, 2019
Next Scheduled Review: October 28, 2024
[Revision History](#)



Procedure Summary

The Division of Marketing & Communications (MARCOM) at Texas A&M University-Corpus Christi is responsible for coordinating a consistent brand identity and overall management of university marketing and communication. MARCOM also maintains the university's licensed marks. As departments and colleges develop co-branded identities and collateral materials, resources must be tracked in order to ensure university funds are used appropriately and efficiently, and to ensure the protection of the university image and brand.

Definitions

Branded Item - any item customized to incorporate a university licensed mark, such as the Momentum sign or the Islanders "I" logo. These items are usually branded with the university's name, departments, or items identifying the university.

Procedure

1. RESPONSIBILITIES

- 1.1. All units shall utilize MARCOM-approved guidelines in the purchase of university branded items.
- 1.2. MARCOM is responsible for tracking the university funding that is allocated to branded items and the amount of each item created (utilizing object code 5242 in purchasing).
- 1.3. Units failing to comply with the specified requirements shall be required to bring branded items into compliance at the unit's expense. Non-compliant branded items shall be suspended immediately.

2. DESIGN AND STYLE GUIDELINES

- 2.1. Items must be created in compliance with university rules and procedures including university procedure *09.02.99.C0.01, University Name and Indicia Usage*.
- 2.2. All units shall adhere to the copyright and intellectual property rights of others and of the university.

Related Statutes, Policies or Rules

System Policy [09.02, Use of System Names and Indicia](#)

University Procedure [09.02.99.C0.01, University Name and Indicia Usage](#)

University Procedure [09.02.99.C0.03, Commercial Filming, Videography, and Photography](#)

University Procedure [61.99.99.C0.02, Web Presence](#)

University Procedure [61.99.99.C0.05, Marketing and External Communications](#)

This procedure supersedes:

- *09.02.99.C1.02, Branded Items*

Contact Office

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