

The University of Tennessee Health Science Center

UTHSC Policy Related to Signature and Logo Usage on Items Produced by Student Organizations

Related Forms and information:

- <http://www.tennessee.edu/identity/>
- http://policy.tennessee.edu/fiscal_policy/fi0320/

Effective Date: 03/04/2003

Revised: 09/26/2014

Objective:

To protect the UT and UTHSC identity by affirming the UT Office of Trademark Licensing policies and procedures.

Purpose:

This policy provides guidelines for use of the UT logo and the UTHSC signature by a student organization.

This affects:

Everyone involved in the production of materials or products bearing the UTHSC name, image or logo whether for personal use or a philanthropic or fundraising event.

Procedure:

1. Only those student organizations that are officially recognized by the Dean of Students Office are permitted to use University of Tennessee trademarks and UTHSC signature in conjunction with their name.
2. To ensure consistency in the use of the university's name and logos, all products, signage, or packaging bearing reference to the University of Tennessee must be produced by manufacturers licensed through the university's licensing agent, the Collegiate Licensing Company (CLC). The UT system and the UTHSC Purchasing Office maintain a list of approved campus suppliers and licensees.
3. Those wishing to sell a product bearing the university's name, image, logos or other trademarks as part of a philanthropic or other fundraising event, must submit a solicitation request and receive approval through the Dean of Students Office. Additionally, items must be approved by the UT Office of Trademark Licensing before being produced.

4. Any use of the UT logo or the UTHSC signature must adhere to the UT System and UTHSC Graphic Identity Standards.
5. The UTHSC Communications and Marketing Department serves as a resource for those needing assistance with the design and production of their products.