



**Policy Title:** GE2005 - Use of University Seal and Logos

**Subject Area:** General

**Responsible Official(s):** Executive Vice President for University Relations

**Responsible Office(s):** External Relations

## Policy Statement

Use of the University of Memphis seal and logos is governed by the University's Brand Standards Guide. The intent of the guide is to maintain the integrity of the brand and therefore build a strong, unified image for the University.

## Definitions

***Brand Standards Manual*** - A manual containing guidelines for proper use of the University's seal, logos and brand, or image, in general. The manual also includes guidelines for stationery, typefaces and other elements of University publications.

***Logo*** - The logo is the primary brand of the University of Memphis. The preferred logo consists of the University Pillar and the wordmark, and there is a horizontal and vertical version. The wordmark consists of the words "The University of Memphis" and has a registration mark.

The University has five other signatures: the standalone University Pillar; the University seal; the secondary logo that is reserved for use on stationary, envelopes, faculty business cards and email signatures; the athletic logo; and the Alumni Association logo.

## Policy

### Use of the Seal

The University seal may only be used on official documents such as transcripts, major report and research covers, diplomas, contracts, formal invitations and engraved notecards. Those seeking permission to use the University's official academic seal should contact Marketing and Communication at [logo@memphis.edu](mailto:logo@memphis.edu).

### Use of the Athletics Logo

The primary Athletic Marks may only be used by the University of Memphis Athletic Department and its licensed suppliers. Those seeking permission to use athletic logos and symbols must comply with NCAA rules and such must seek specific permission. To request permission, please submit a detailed request to [pouncer@memphis.edu](mailto:pouncer@memphis.edu).

### **Use of the Alumni Association Logo**

Those seeking to use the Alumni Association logo should contact the Alumni Association office at [alumniassociation@memphis.edu](mailto:alumniassociation@memphis.edu).

### **Merchandise**

The University must approve all uses of its logo and symbols, and it may require appropriate samples before approval for sale or distribution. Whenever and wherever any such logos or symbols are used, the appropriate registration marks must be included.

To learn more about using the University's federally protected marks, please contact the University's official licensing partner representative Tayler Sandberg at 317.663.7437 or [Tayler.sandberg@clc.com](mailto:Taylor.sandberg@clc.com). You may also contact [pouncer@memphis.edu](mailto:pouncer@memphis.edu) or more information

## **FAQs**

### **How do I ensure I'm using the University seal and logos in an appropriate manner?**

Consult the latest edition of the Brand Standards Guide. The guide is available [online](#). Email [logo@memphis.edu](mailto:logo@memphis.edu) for final approval.

### **Who do I contact with further questions?**

[logo@memphis.edu](mailto:logo@memphis.edu)

## **Related Documents, Policies and Forms**

[Brand Standards Guide](#)

**Last Revision Update Log: 10/19/2022**

GE2005 – revised June 3, 2020  
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GE2005 – supersedes UM1419

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