Policy Name: University Logo and Seal

Policy Number: 15.6

Is this policy new, being reviewed/revised, or deleted? Review/Revise

Date of last revision, if applicable: 10/23/2017

Unit(s) Responsible for Policy Implementation: Vice President for University Advancement

Purpose of Policy (what does it do): A clear and consistent identity system is vital to building and maintaining an entity's reputation, and the most commonly discussed element of a brand identity is the logo. Although the logo is not the only key to a strong brand – user experience and brand storytelling are equally important elements – the logo communicates the brand, even when it stands alone. This policy protects the SFA logo and seal, and its purpose is to ensure appropriate usage of both.

Reason for the addition, revision, or deletion (check all that apply):

- [x] Scheduled Review
- [ ] Change in law
- [ ] Response to audit finding
- [ ] Internal Review
- [ ] Other, please explain:

Please complete the appropriate section:

Specific rationale for new policy:

Specific rationale for each substantive revision:

Specific rationale for deletion of policy:

Additional Comments:

Minor revisions for clarification.

Reviewers:

Shirley Luna, Executive Director of University Marketing Communications
Jill Still, Vice President for University Advancement
Damon Derrick, General Counsel
University Logo and Seal

Original Implementation: Unpublished
Last Revision: October 23, 2017, 2020

Stephen F. Austin State University retains all rights to the use of its name and associated verbiages, as well as the university’s official seal, logo and other marks. Requests for the use of university logos and emblems on promotional items should be directed to the Department of Intercollegiate Athletics, where the request will be forwarded to the university’s contracted licensing agent. Licensing revenue is dedicated to support the university athletic department.

The official seal of Stephen F. Austin State University is reserved for use by the Office of the President and may be used by other SFA departments only with the permission of the Office of the President. It is used primarily on ceremonial and academic documents, such as commencement programs and diplomas.

The official university logo is the “spirit” logo with the letters SFA stacked diagonally across a graphic of the state of Texas. A star representing Nacogdoches is incorporated to the right of the letters.

The official seal of Stephen F. Austin State University is reserved for use by the Office of the President and may be used by other SFA departments only with the permission of the Office of the President. It is used primarily on ceremonial and academic documents, such as commencement programs and diplomas. A commercial seal is available for use for promotional purposes, but it should not be used in place of the official logo.

Official seal

Commercial seal

The official logo and seal of the university may be changed only by an official vote of the SFA Board of Regents. Guidelines regarding the use of SFA logos and wordmarks are available in the Identity Standards manual on the University Marketing Communications website.
This policy does not apply to the logos of student organizations.

**Cross Reference:** 15 U.S.C. § 1127; Tex. Bus. & Com. Code Ch. 16

**Responsible for Implementation:** Vice President for University Advancement

**Contact for Revision:** Athletic Director, Executive Director of University Marketing Communications

**Forms:** SFA Art Approval Form

**Board Committee Assignment:** Academic and Student Affairs