

## University Logo/Seal

**Original Implementation:** Unpublished

**Last Revision:** July 29, 2014

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 logo 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