

STEPHEN F. AUSTIN

STATE UNIVERSITY

Office of the General Counsel

POLICY SUMMARY FORM

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: July 29, 2014

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

Purpose of Policy (what does it do): Preserves university's rights to its logo, seal, name and associated verbiage

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

☒ 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: Reviewed with no changes recommended.

Specific rationale for deletion of policy:

Additional Comments:

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Original Implementation: Unpublished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: ~~July 29, 2014~~ October 23, 2017

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