



University Logo and Seal

Purpose

The purpose of this policy is to outline the guidelines regarding the use of the institution’s official logo, seal and name.

Persons Affected

Any individuals communicating by print or electronic means on behalf of the university, or in their capacity as a university employee or representative, as well as volunteers, contractors or vendors who might produce any items, physical or digital, that use the official identity marks of the institution.

Definitions

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.



Official seal	Commercial seal

Policy

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.

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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.

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.

Related Statutes or Regulations, Rules, Policies, or Standards

15 U.S.C. § 1127

Tex. Bus. & Com. Code Ch. 16

SFA Identity Standards manual

Responsible Executive

Chief Marketing Communications Officer

Forms

None

Revision History

September 1, 2023 (original)