

This policy describes permissible uses of the University Name, Symbols, Letterhead and other proprietary indicia of affiliation with the University.

The use and appearance of the University's name, logo, seal, letterhead, and other indicia of institutional affiliation ("Symbols") are governed by several principles:

- x Trademarks identifying the University, its products, services, programs, and activities ("University Trademarks") are the property of the University, protected under applicable law. Unauthorized use of a University Trademark is an unlawful infringement.
- x Symbols may not be used by members of the University community to imply the endorsement of individual or organization opinions, such as regarding political or social issues.
- x Symbols may be used only in connection with WM programs and activities for outside nonprofessional activities, or outside professional activities for promotional purposes.

Reason for the Policy

This Policy is designed to establish general expectations and rules associated with the use of the University's Symbols.

Applicability of the Policy

This Policy applies to University faculty, students, staff and external persons and entities.

Definitions

None

Procedures

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Related Documents/Policies