**Guidelines for Use of Texas State Logos UPPS No. 01.04.11**

**and System Statement Graphic Issue No. 11**

**Effective Date: 01/05/2024**

**Next Review Date: 06/01/2028 (E4Y)**

**Sr. Reviewer: Assistant Vice President for University Marketing**

**POLICY STATEMENT**

*Texas State University will ensure proper use of Texas State logos.*

1. **BACKGROUND INFORMATION**

01.01 The usage guidelines provided in this policy ensure consistency when presenting Texas State University’s name and logo on publications, stationery, websites, and other university documents. For more information on official university stationery, consult [UPPS No. 01.04.12](https://policies.txstate.edu/university-policies/01-04-12.html), Designation of Official Texas State Stationery.

**02. DEFINITIONS**

02.01 Official Texas State University Logos – marks approved to represent the university in print and digital publications. Official Texas State Logos can be found on the [Brand Guidelines website](https://brand.txst.edu/assets/logos.html)

02.02 Registered Student Organization – a group of five or more students actively enrolled at Texas State who share a common purpose or interest and is registered in accordance with university policies and procedures.

02.03 System Statement – “MEMBER THE TEXAS STATE UNIVERSITY SYSTEM” is a phrase proclaiming the university’s affiliation with The Texas State University System (TSUS).

02.04 University Publications – printed and digital materials that are used to officially market, recruit, or support development of the university and its colleges, departments, centers, programs, and facilities. For information on how to initiate and produce a publication at Texas State, consult [UPPS No. 06.05.01](https://policies.txstate.edu/university-policies/06-05-01.html), Initiating and Producing Publications.

NOTE: In this definition, emails are not considered university publications.

02.05 University Webpages – official Texas State webpages within the [txst.edu](https://www.txstate.edu/) domain (e.g., [marcomm.txst.edu](https://www.marcomm.txstate.edu/)).

**03. EXEMPTIONS**

03.01 The following are exempt from guidelines in this policy statement:

1. academic publications, such as the *University Star*, scholarly journals, and faculty-produced publications;

b. materials prepared exclusively for special gift solicitations funded from non-university sources for the benefit of the university;

c. materials prepared for special, self-contained, grant-funded programs not directly related to university programs. Such programs are encouraged to use an Official Texas State University Logo and follow these guidelines whenever possible;

d. materials prepared for the university’s private support organizations, as defined by [TSUS Rules and Regulations, Chapter IX](https://www.tsus.edu/about-tsus/policies.html);

e. materials prepared for consortia in which Texas State participates;

f. materials prepared for instructional use as part of an organized university class;

g. syllabi;

h. publications prepared for Athletics (exempt from the logo use procedures) should adhere to the System Statement graphic use procedures; and

i. university retail operations, budgeted in the Auxiliary Enterprise fund group, may display the name of the operation above the university logo rather than below it when used in advertising or in recognition of the operation’s sponsorship of an event or activity.

**04. UNIVERSITY LOGOS AND USAGE GUIDELINES**

04.01 Descriptions of Official Texas State University Logos and usage guidelines can be found on the [Brand Guidelines](https://brand.txst.edu/assets/logos.html) site. All university publications must adhere to the guidelines.

**05. SYSTEM STATEMENT GRAPHIC AND USAGE GUIDELINES**

05.01 The System Statement graphic declares Texas State’s affiliation with TSUS. Refer to the [Brand Guidelines site](https://brand.txst.edu/using-the-brand/writing/statements-and-inclusions.html) for usage guidelines and to obtain files of the graphic.

**06. PROCEDURES FOR USE OF OFFICIAL TEXAS STATE UNIVERSITY LOGOS BY REGISTERED STUDENT ORGANIZATIONS**

06.01 Registered student organizations may use a university logo on approved printed materials if the following conditions are met:

1. a faculty or staff advisors must [request permission to use the logos](https://brand.txst.edu/assets/logos/request-logo.html) on behalf of the registered student organization;

b. registered student organizations must follow all [logo guidelines](https://brand.txst.edu/assets/logos.html); and

c. registered student organizations must submit their materials using a logo for a [Brand Review](https://www.wrike.com/frontend/requestforms/index.html?token=eyJhY2NvdW50SWQiOjEwMjkzOTksInRhc2tGb3JtSWQiOjM1MzI1fQk0ODAxNTc5MTgyNzQ1CTA1MGVmMWM5NDBlMzBjYWU4MjI4MjdkM2Y5OWJkZWQxNzU0NDIwZGUyMWI5OWE0NDQ3NmQ3NTAxMTlhZTY4ZDc=).

06.02 Registered student organizations that do not follow the logo guidelines may have their right to use the logo revoked.

**07. PROCEDURES FOR USE OF OFFICIAL TEXAS STATE UNIVERSITY LOGOS BY NON-UNIVERSITY ENTITIES**

07.01 Texas State Logos are protected under state and federal trademark law.

07.02 Use of the Texas State Logos without university approval may result in legal action against the offending entities or individuals.

07.03 The procedures listed below must be followed to obtain authorization to use Texas State Logos:

1. For non-commercial use, requests must be submitted through the appropriate request form on the Brand Guidelines’ [Request A Logo page](https://brand.txst.edu/assets/logos/request-logo.html).
2. Businesses and individuals desiring to use Texas State Logos for commercial purposes should submit requests through the appropriate request form on the Brand Guidelines’ [Request A Logo page](https://brand.txst.edu/assets/logos/request-logo.html); questions should be directed to the office of the director of Athletics (see [UPPS No. 01.04.10](https://policies.txstate.edu/university-policies/01-04-10.html), Registration, Control, and Marketing of University Symbols).

**08. PROCEDURE FOR REQUESTING LOGO FILES**

08.01 The appropriate form on the [Brand Guidelines' Request a Logo page](https://brand.txst.edu/assets/logos/request-logo.html) must be filled out to receive logo files suitable for reproduction.

**09. PROCEDURE FOR USING NONOFFICIAL LOGOS**

09.01 Departments and units that create nonofficial logos for university events or initiatives will be required to submit the logo for approval through a [Brand Review](https://www.wrike.com/frontend/requestforms/index.html?token=eyJhY2NvdW50SWQiOjEwMjkzOTksInRhc2tGb3JtSWQiOjM1MzI1fQk0ODAxNTc5MTgyNzQ1CTA1MGVmMWM5NDBlMzBjYWU4MjI4MjdkM2Y5OWJkZWQxNzU0NDIwZGUyMWI5OWE0NDQ3NmQ3NTAxMTlhZTY4ZDc=) with the Division of Marketing and Communications. Logos that have not been approved by the division should not be used.

**10. REVIEWERS OF THIS UPPS**

10.01 Reviewers of this UPPS include the following:

Position Date

Assistant Vice President for June 1 E4Y

University Marketing

Vice President for Marketing June 1 E4Y

and Communications

**11. CERTIFICATION STATEMENT**

This UPPS has been approved by the following individuals in their official capacities and represents Texas State policy and procedure from the date of this document until superseded.

Assistant Vice President for University Marketing; senior reviewer of this UPPS

Vice President for Marketing and Communications

President