

# Texas Woman's University University Regulation and Procedure

**Regulation and Procedure Name: University Seal Usage**

**Regulation and Procedure  
Number: URP: 01.110**

**Policy Owner: Office of Marketing and Communications  
and Office of General Counsel**

## **POLICY STATEMENT**

None

## **APPLICABILITY**

This policy is applicable to TWU Students, Faculty, Staff, and Guests.

## **DEFINITIONS**

None

## **REGULATION AND PROCEDURE**

### **I. Appropriate Usages of the Seal**

The TWU seal is reserved only for the highest communication of the University. Its appropriate uses include:

- A. Transcripts
- B. Ceremonial documents of the highest importance (diplomas, University awards of singular prestige, proclamations from the Chancellor's Office)
- C. Commemorative objects of high-quality, durable material created in a limited edition for distribution for a specific purpose; specifically excluded from this class are mass-manufactured objects for general sale
- D. As signage in extremely limited usage, such as the main entrance to the campus or in the Chancellor's Office as a decorative object; specifically excluded are building signs (including those affixed to the building), street signs, and decals on University vehicles (including public safety vehicles)

- E. Financial documents in which the seal is considered a guarantee; excluded are internal documents, such as memoranda about financial matter

## II. Inappropriate use of the Seal

- A. The TWU seal is not to be used on any disposable item or in online media. Items on which the seal may not be used include, but are not limited to, the following:

1. Certificates and awards presented by departments, programs, or organizations
2. Banners, posters, and fliers
3. Clothing
4. Coffee mugs and drinking or shot glasses
5. Stationery, note cards, and invitations
6. Address books, portfolios, and memo or legal pad holders
7. Folders, binders, and notebooks
8. Pencils and pens key chains paper napkins and paper or plastic cups or plates
9. Toilet paper or toilet seat covers

- B. In addition, the University seal may never be used in combination with the logo, workmark, or graphic symbol of any other entity, organization, or agency.

## III. Guidelines When Using the Seal

Follow these guidelines when using the TWU seal:

- A. Request permission to use the University seal from the Office of Marketing and Communication
- B. Request permission to use the University seal from the Office of Marketing and Communication
- C. Use the seal in its entirety
- D. Use the seal alone; it is never combined on a single surface with another graphic element; it may be combined with type, but the type may not touch or be superimposed over the seal (the only exception to this rule is transcripts)

- E. Use the seal only in its original configuration, in a single color, either black or Pantone Matching System (PMS) 202.

**REVIEW**

This policy will remain in effect and published until it is reviewed, updated, or archived. This policy is to be reviewed once every six years. Interim review may be required as a result of updates to federal and state law or regulations, Board of Regents policies, or internal processes or procedures.

**REFERENCES**

None

**FORMS AND TOOLS**

None

<p><b>Publication Date:</b></p> <p><b>Next Review:</b></p>
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