

Texas Woman's University University Regulation and Procedure

Regulation and Procedure Name: University Seal Usage

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

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

POLICY STATEMENT

Texas Woman's University ("TWU" or "University") maintains a set of rules and guidelines for the usage and application of all images, symbols, and content related to the University's brand identifications, including the University Seal. This policy is designed to protect and elevate the Texas Woman's University brand.

APPLICABILITY

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

DEFINITIONS

1. "Employee" means an individual who is employed part-time, full-time, or in a temporary capacity as faculty, staff, or who is required to be a student as a condition of employment, undergraduate or graduate.
2. "Faculty" means a person who is employed by TWU as a member of the faculty and whose duties include teaching, researching, service and administration. Professional librarians and graduate assistant titles are excluded from the definition of faculty.
3. "Guest" means any individual not affiliate with TWU.
4. "Licensed Vendor" means a person, company, or organization who has been granted the right (license), under legal agreement, to use TWU's trademarks when printing or producing merchandise.
5. "Logo" means a symbol consisting of words, images, and colors to identify a brand or product.

6. “Seal” means the mark of the University that is the official representation of the University for legal and official uses only. The seal is used for authentication and certification of certain communications and documents and symbolizes ceremonial importance.
7. “Staff” means each classified, administrative, and professional employee who is appointed to work at least 20 hours each week for a period of four and one-half months, excluding students employed in positions for which student status is required as a condition of employment and those employees holding teaching or research positions classified as faculty.
8. “Student” means a person taking courses at TWU, a person who is not currently enrolled in courses but who has a continuing academic relationship with TWU, or a person who has been admitted or readmitted to TWU.
9. “University Affiliate” means any individual associated with TWU in a capacity other than as a Student or Employee who has access to TWU resources through a contractual arrangement or other association. This includes the following individuals:
 - a. Contractors and Vendors: an individual, business, or governmental entity that has a fully executed contract to provide goods or services to TWU. This includes employees of contractors or vendors and independent contractors.
 - b. Employee of a Governmental Agency: an individual employed by a federal or Texas state agency.
 - c. Employee of a TWU-Affiliated Institution: an individual who works for organizations that are tightly aligned with the University.
 - d. Pre-Employment Individual: an individual who will be hired by the University and the hiring department has sponsored their access to TWU resources.
 - e. Other University Affiliate: any individual who does not fit into any other category and needs access to TWU resources.

REGULATION AND PROCEDURE

I. Appropriate Usages of the Seal

The TWU seal is reserved only for official and legal communication and for ceremonial, commemorative, and promissory purposes of the University. Appropriate uses are limited to the following:

- A. University Transcripts;
- B. Diplomas and certificates evidencing completion of degree requirements or courses of study;
- C. Ceremonial materials for commencement including signage, banners, flags, ceremony printed materials, regalia, class rings, and diploma frames;
- D. Official University documents, awards, and proclamations;
- E. Office of the Chancellor and President's letterhead and stationary materials;
- F. Commemorative objects for an official University purpose;
- G. Permanent signage, in extremely limited applications, such as the main entrance to the campus or in the Office of the Chancellor and President as a decorative object;
- H. Financial documents such as the official budgets, checks, and other financial papers in which the seal is considered a guarantee; and
- I. Official documents of the TWU Board of Regents.

II. Inappropriate Usages of the Seal

Prohibited uses of the seal include, but are not limited to, the following:

- 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 or awards presented by departments, programs, or organizations;
 - 2. Banners, posters, or fliers;
 - 3. Clothing;
 - 4. Coffee mugs, drinking glasses, or shot glasses;

5. Stationery, note cards, or invitations, excluding those from the Office of the Chancellor and President;
6. Address books, portfolios, memo, or legal pad holders;
7. Folders, binders, or notebooks;
8. Pencils, pens, key chains, or products such as paper napkins and paper or plastic cups or plates; or
9. Toilet paper or toilet seat covers.

B. The TWU seal is not to be used in internal communication and memoranda;

C. The TWU seal is not to be used after May 8th, 2024 in Building signs (including those affixed to a building), street signs, and decals on University vehicles (including public safety vehicles) without an exception granted by the Chancellor and President; or

D. The University seal may never be used in combination with the logo, wordmark, or graphic symbol of any other entity, organization, or agency.

III. Guidelines When Using the Seal

A. Request for Permission

1. Prior to using the seal, permission must be requested from the Office of Marketing and Communication. The request must state the purpose and audience of the materials bearing the University seal.
2. The Office of Marketing and Communication must approve the request and grant permission before the seal is used.

B. The guidelines for use of the TWU seal include:

1. Use the seal in its entirety;
2. Use the seal alone; it may not be combined on a single surface with another graphic element. The seal 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); and
3. Use the seal only in its original configuration. As a single color, use either black or Pantone Matching System (“PMS”) 202C. The seal may be reproduced in gold, bronze, or silver metallic. Enameling may be done in PMS 202C, black, or white.

- C. The maroon and gold version of the seal is reserved for the exclusive use of the Office of the Chancellor and President and the TWU Board of Regents.
- D. Etching, embossing, die-cutting, and foil stamping are permitted when pre-approved by The Office of Marketing and Communication.
- E. When using the seal for physical materials, a Licensed Vendor approved by Procurement must be used.

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

[TWU Marketing and Communication Brand Guidelines](#)

FORMS AND TOOLS

None

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