



I. 2.8.2 Use of University Names, Logo or Official Seal

Chapter 2 - General	Original Effective Date: April 2000
Section: 2.1 Official Publications	Date Last Reviewed: November 2022
Responsible Entity: Vice President/Chief Marketing and Communications Officer	Date Last Revised: November 2022

II. Purpose

This policy governs the use of the university names, logo, official seal and adherence to the university's brand standards.

III. Scope

This policy applies to the use of all brand marks/asset of The University of Texas Health Science Center at San Antonio (UT Health San Antonio).

IV. Policy

The names, logo or official seal of The University of Texas Health Science Center at San Antonio are to be used only on official documents and for official university business. The design or use of any other seal, logo or symbol, either altered from or bearing resemblance to the official seal or logo, requires review and approval by the senior executive director of communications or the director of creative and brand services.

A. Use of Names, Logo or Official Seal

1. Names

- a. The Regental/formal name of the institution is The University of Texas Health Science Center at San Antonio. This formal name should be used in narrative that advances our brand and reputation within the national and/or international arenas, particularly when it regards the university's missions of education and research.
- b. The shortened name, doing business as (dba) name, UT Health San Antonio, should be used within the local/regional San Antonio market, particularly when it regards the promotion of the university's patient care and community service missions.

2. Logo

- a. The university logo, not the official seal, is the asset to be used for all marketing, educational and promotional materials/purposes. The logo should not be

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recreated from scratch or altered. Logo files should be downloaded from the university's [Brand Guidelines website](#).

- b. Artwork/designs for all promotional items, marketing materials, project collateral that carry the university's name, university logo or tagline (We Make Lives Better®) require review and approval for compliance with brand standards by the senior executive director of communications or director of creative and brand services.
- c. Required review and approval for brand standards applies to all requisitions regardless the source or the purchase mechanism. Consideration of exceptions to this policy are handled by the senior executive director of communications or director of creative and brand services.

3. Official Seal

- a. Use of the [official seal](#) of The University of Texas Health Science Center at San Antonio is reserved for the offices of the president and the deans, and for any materials related to the university's commencements, official business and legal documents.
- b. The official seal is not to be used for marketing or other promotional materials; the logo should be used for these purposes.

B. Advertising Purposes

1. Individuals may not engage in practices which might place UT Health San Antonio in a position of endorsing, or even appearing to endorse, a particular commercial product or service.
2. Prior approval and review from the appropriate dean, vice president or from the senior executive director of communications or director of creative and brand services should be sought prior to engaging in any such activity.

V. Definitions

There are no defined terms used in this Policy.

VI. Related References

For questions about this policy, brand identity and/or application, contact uthealthbranding@uthscsa.edu.

VII. Review and Approval History

The approving authority of this policy is the University Executive Committee.

Effective Date	Action Taken	Approved By	Approved Date
04/2000	Policy Origination		
05/2013	Policy Review		
11/2022	Policy Revision	Executive Committee	11/10/2022

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