I. PURPOSE AND SCOPE

The University of Houston brand and adherence to its components and guidelines will ensure consistency and recognition of the brand. Recognition of the greater University brand benefits each of its programs and key segments independently and promotes a strong brand identity. This policy defines the rules and procedures set forth by the Vice President of Marketing, Communications and Media Relations for the use of the brand by all divisions, departments, and business units on campus.

II. POLICY

Branding for University Marketing:

A. Marketing activities and advertising materials created by University of Houston divisions, departments, business units or any programs representing themselves to be a part or belong to the University must adhere to and be designed according to the University Brand Guidelines.

B. University of Houston colleges, divisions, departments, business units, student organizations and/or activities or any program representing themselves to be a part or belong to the University must adhere to the official logo usage guidelines in accordance to the University Brand Guidelines.

C. Marketing activities and advertising materials created by divisions, departments or business units of the University must contain a university-approved logo in the university-approved format. University-approved logos can only be created by the University Marketing, Communications and Media Relations Division.

III. DEFINITIONS

A. Marketing: The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

B. Advertisement: Any written, verbal or visual message submitted for publication in newspapers, magazines, radio, television, billboards, promotional items, Web sites, or any other written or recorded media with the intended purpose of persuading, informing, or increasing brand awareness with a targeted audience.

C. Official University Logo: A mark that is created and/or approved by the Division of University Marketing, Communications and Media Relations.
IV. PROCEDURES

A. **Review and Approval** - All marketing materials must comply with the brand review process as outlined on the [Brand Review web page](#). The Vice President of University Marketing, Communication and Media Relations has designated members of the division (UH Branding team) to review and approve all advertising per [MAPP 04.01.03](#).

B. **Official University-Approved Logo Request** – Any divisions, departments, or business units of the University that need a new logo or would like a change to an existing logo must be made by sending an email to branding@uh.edu. There is a 5-business day turnaround time on official University logo creation. If someone is in immediate need of an official University logo, please state this in the email and the Division of University Marketing, Communications and Media Relations will try to accommodate.

VI. REVIEW AND RESPONSIBILITY

**Responsible Party:** Vice President for University Marketing, Communication and Media Relations

**Review:** Every three years on or before September 1

VII. APPROVAL

Lisa Holdeman  
Vice President for University Marketing, Communication and Media Relations

Paula M. Short  
Senior Vice President for Academic Affairs and Provost

Jim McShan  
Senior Vice President for Administration and Finance

Renu Khator  
President

Date of President’s Approval: November 28, 2018

VIII. REFERENCES

- [SAM 01.D.03 – Trademark Management](#)
- [SAM 01.E.01 – Office of Intellectual Property Management](#)
- [SAM 01.H.01 – Social Media Policy](#)
- American Marketing Association (October 26, 2018), Definition of Marketing
- [University Branding Guidelines Web Site](#)
## REVISION LOG

<table>
<thead>
<tr>
<th>Revision Number</th>
<th>Approved Date</th>
<th>Description of Changes</th>
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<tbody>
<tr>
<td>1</td>
<td>11/28/2018</td>
<td>Initial edition</td>
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