

## University of Houston and UH College of Pharmacy Policies and Procedures for Student Use of Official Logo(s) and Name(s)

UHCOP Student Organizations seeking to **create and sell, or otherwise distribute**, promotional items bearing the **University of Houston Name/Initials or Logo, University of Houston College of Pharmacy Name/Initials or Logo**, the **interlocking UH logo**, or the **Cougar Image (aka Shasta photo)** MUST first receive approval from the College of Pharmacy AND approval from UH Branding (UH Marketing) or LRG, the university's external licensing company.

Student Organizations are encouraged to become familiar with the UH Graphic Standards Policy as a reference during the design-concept stage. The **UH Graphic Standards** are available online at <http://www.uh.edu/policies/graphicstandards/index.php> . Within the Graphic Standards, the most pertinent information for student organizations are the sections/pages related to **Logo Colors**: <http://www.uh.edu/policies/graphic-standards/style-guidelines/logo-colors/> and **Official Logos** -- <http://www.uh.edu/policies/graphic-standards/style-guidelines/official-logos/> ).

NOTE: UH or LRG Approval of item (step 2) is required EACH time the item is produced/printed regardless of whether the item was previously approved and/or design is unchanged.

**Step 1 (College Pre-approval):** *Please allow at least 1 week for review/response.*

The Student Organization Representative must submit the **COP Promotional Item & Logo Use Form** (*see next page*) along with a preliminary design of the item (drawing, sketch or other form of illustration) for approval by **Dr. Paige Pitman, Assistant Dean for Student and Professional Affairs**, at [ppitman@uh.edu](mailto:ppitman@uh.edu).

**Step 2 (University or Licensing Approval):**

Refer to the UH Graphic Standards section about Licensing and Trademarks: <http://www.uh.edu/policies/graphic-standards/licensing-trademarks/>

**Commercial Purposes** (promotional items intended for sale, including 'free/give-away' T-shirts, etc., to paying members of an organization):

- 1) Must use a UH Licensed Vendor  
A list of current licensed vendors is available on the Licensing and Trademarks Vendor Information page: <http://www.uh.edu/policies/graphic-standards/licensing-trademarks/vendor-info/>
- 2) If preferred vendor is not currently licensed, the vendor must become registered with the university's licensing company, Licensing Resource Group (LRG) , before beginning a project (see <http://www.uh.edu/policies/graphic-standards/licensing-trademarks/vendor-info/> for vendor registration information)
- 3) LRG will work with the registered vendor on review/approval of design

**Non-Commercial Purposes** (promotional items not intended for resale; giveaways/freebies for members and non-members alike)

- 1) Fill out and submit Intellectual Property Use Permission form (.pdf), along with a mock-up or proof of design, to UH Branding at [branding@uh.edu](mailto:branding@uh.edu)

## UH College of Pharmacy Promotional Items & Logo Use Form

This form must be completed and submitted along with a conceptual design/illustration of the proposed promotional item to the **Assistant Dean of Student & Professional Affairs** to begin the process of securing approval to produce and market (for profit or as giveaways) any items bearing the UH or UHCOP name or logo, "Shasta" image, etc.

Approval via this form does not constitute final approval for vendor to begin production. *Before submitting this form, please refer to UHCOP Promotional Item & Logo Use Policy for full details on the approval process.*

NAME OF ORGANIZATION:

NAME OF STUDENT REPRESENTATIVE: \_\_\_\_\_

EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_ DATE SUBMITTED: \_\_\_\_\_

1. Do you intend to sell the item (this includes 'free' or 'giveaway' items to paying members of an organization)?

Yes  No

2. Specify Logo Type and/or Graphic Requested (example: Official UH College of Pharmacy logo, Primary version, white on red background)

3. Provide a conceptual drawing/illustration of the item in space below or as separate attachment.

Request Approved by: \_\_\_\_\_

Date: \_\_\_\_\_

# UNIVERSITY of HOUSTON

Ad Approval Process