



# UNIVERSITY OF HOUSTON

BRAND MANAGEMENT, LICENSING AND TRADEMARKS

# MEET THE TEAM

## BRAND MANAGEMENT – LICENSING AND TRADEMARKS



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# OUR MISSION IS:

- To ensure proper use and application of University of Houston trademarks by providing instruction and oversight to internal and external users.
- To promote and elevate the University of Houston brand through relationships with campus divisions and departments, student organizations, alumni, friends, licensees, and retailers.
- To generate revenue to support the greater mission of the University of Houston.



# SAM 01.D.03

## TRADEMARK MANAGEMENT

This policy promotes and protects the UH System and its component universities by defining the standards and processes that have been put in place to protect both the system and its component university (UH, UHCL, UHD and UHV) trademarks.



# MAPP 01.04.01

## UH BRANDING POLICY

This policy defines the rules and procedures governing the use of the brand by all divisions, departments and business units.



# MAPP 04.01.03

## PROCUREMENT – GENERAL - VOUCHERS

This policy indicates any advertisement or printed item with a University of Houston logo, logotype, or trademark must be approved by the Brand Management, Licensing and Trademarks team.



# BRANDING@UH.EDU

## UH BRAND REVIEW PROCESS

All marketing materials developed for a college, division, program or university unit must be sent to [branding@uh.edu](mailto:branding@uh.edu) for review and/or approval.

Items must be submitted at least **72 business hours** before intended use.



# A **STRONG BRAND** CONTRIBUTES TO **UH'S** LARGER GOALS

- Contributing to the Strategic Campaign
- Building a TOP 50 Public University
- Preparing for the next phase: UH's centennial (2027)



**WHERE WE NEED YOUR HELP...**



# BRAND REVIEW CHALLENGES

- **Insufficient lead time** for the Brand Review Process
  - 3-5 days recommended to allow for feedback, editing, resubmission(s) and UH Branding approval
- Non-compliance in **selection of licensed vendors**
- **Bypassing brand approval process** required by SAM & MAPP



# MATERIAL DEVELOPMENT PROCESS

## Design

- For large or complex materials; please contact Branding for assistance during the brainstorming process. Branding is happy to help ensure your designs stay within brand.

## Vendor Selection

- Must select a Licensed vendor
- All vendors are available online via 'Affinity Licensing'

## Brand Review

- Email [branding@uh.edu](mailto:branding@uh.edu) 3-5 business days PRIOR to confirming order
- Once approved, order confirmation can take place with vendor

## Purchase request

- Ensure only licensed vendors are being used and are in the UH Payment System
- UH Payment System vendors DOES NOT EQUAL licensed vendors
- For all inquiries, please contact [license@uh.edu](mailto:license@uh.edu) so our team can reply

# ADDITIONAL RESOURCES

## BRAND AND AFFINITY SITES

*Brand Guidelines*

[uh.edu/brand](http://uh.edu/brand)

*Affinity Website*

[Affinitylicensing.com](http://Affinitylicensing.com)

