

UNIVERSITY of HOUSTON
MANUAL OF ADMINISTRATIVE POLICIES AND PROCEDURES

SECTION: General Information
AREA: University Marketing and Communication

Number: 01.04.01

SUBJECT: UH Branding Policy

I. PURPOSE AND SCOPE

The University of Houston brand and adherence to its trademarks and brand components and guidelines will ensure consistency and recognition of the brand and strong brand identity. This policy defines the rules and procedures set forth by the Vice President of Marketing and Communications for the use of trademarks and all brand components as set out by the University Brand Guidelines for all divisions, departments, business units and university entities.

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, registered student organizations and/or activities or any university entity representing themselves to be a part, belong, or in partnership with 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 all divisions, departments or business units or other university entities must contain a university-approved logo in an approved format. University-approved logos can only be created by the University Marketing and Communications Division.
- D. Notwithstanding the definitions in Part III, the UH Branding Policy does not apply to any scholarly work of UH professors including publications (such as academic articles, books, or other writings) or presentations, whether aimed at professional or academic audiences.

III. DEFINITIONS

- A. Brand: A brand is a name, term, design, symbol or any other feature that identifies one source's good or service as distinct from those of other sources.
- B. 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.
- C. 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.

- D. Official University Logo: A mark that is created and/or approved by the Division of University Marketing and Communications.

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 and Communications has designated members of the division (UH Brand Management, Licensing & Trademarks team) to review and approve all advertising per [MAPP 04.01.03](#).
- B. University-Approved Logo Request – Any eligible divisions, departments, or business units of the University that need a new logo must complete an online request form. There is a 5-business day turnaround time on university-approved logo requests. If someone is in immediate need of an official University logo please contact branding@uh.edu.

V. REVIEW AND RESPONSIBILITY

Responsible Party: Vice President for University Marketing and Communications

Review: Every five years

VI. APPROVAL

/Lisa Holdeman/

Vice President for University Marketing and Communications

/Paula Myrick Short/

Senior Vice President for Academic Affairs and Provost

/Raymond Bartlett/

Senior Vice President for Administration and Finance

/Renu Khator/

President

Date of President's Approval: April 20, 2021

VII. 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 Site](#)