THE UNIVERSITY OF ALABAMA IN HUNTSVILLE

LOGO USE POLICY

Number 04.02.02

Division Marketing and Communications

Date August, 2014

Purpose The purpose of this policy is to establish proper use of the UAH name, logos, and colors in accordance with adopted university standards and practices.

Policy No registered symbol, mark, or logo can be reproduced by any non-UAH entity.

The letters UAH, The University of Alabama in Huntsville, Chargers, and Hockey Capital of the South, cannot be used without expressed written permission of UAH Office of Marketing and Communications.

The University Style Guide is the sole standard for approved name, logo, and color use.

Procedure The UAH Style Guide can be found on the UAH website by typing “UAH Style Guide” in the search area on the front page.

Review The Vice President for University Advancement is responsible for the review of this policy every five years (or whenever circumstances require).

Approval

[Signature]
Chief University Counsel

[Signature]
Vice President for University Advancement

APPROVED:

[Signature]
President

Policy
04.02.02
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