

UC Davis Policy and Procedure Manual

Chapter 310, Communications and Technology

Section 65, Use of the University's Name, Seal, and Other Trademarks

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Responsible Department: Strategic Communications

Source Document: State of California Education Code, Section 92000; Bylaw 2 of The Regents of the University of California; Bylaw 3 of The Regents of the University of California

I. Purpose

This section describes the permitted uses, and restriction on uses, of the University name, seal, and trademarks on all forms of media, including print, radio, television, video, motion pictures, and all forms of electronic media.

II. Definitions

- A. Campus names—University of California, Davis; UC Davis; or any other name containing such designations of abbreviations.
- B. Campus seal—the campus version of the official seal reading “University of California Davis.”
- C. Campus trademarks—campus logos, designs, and visual images (e.g., “Cal Aggies,” the campus athletic marks).
- D. Official seal—the seal of The Regents reading “Seal of the University of California, 1868.”
- E. Unofficial seal—a replica of the official seal without the words, “Seal of” used as an element of design for a variety of University and commercial uses.
- F. University names—University of California; UC; and any other name or abbreviation that has Universitywide application or refers to more than one campus.

III. Policy

- A. The University and campus names and seals are protected by State law, University policy, and State and Federal trademark law.
 - 1. The University names are the property of the State of California under Education Code Section 92000 and may not be used to imply, either directly or indirectly, the University's endorsement, support, favor, association with, or opposition to an organization, product, or service without permission of the University.
 - 2. Violation of Section 92000 is a misdemeanor.
- B. Trademarks are protected by trademark and copyright law; unauthorized use may constitute trademark or copyright infringement, and unfair business practices.
- C. Use of the University names and campus names can be permitted by the individuals identified in [DA 0864](#).
- D. Use of the unofficial seal can be permitted by the individuals identified in [DA 0865](#).
- E. Use of the official seal is limited to diplomas, letterhead, and other corporate material.

IV. Authorized Uses

- A. Use by campus organizations and groups

1. Non-commercial use of the campus names by registered affiliated organizations and by recognized support groups (see [Section 270-05](#)).
 2. Campus names may be used as part of any campus organization, including a Registered Student Organization's (RSO) name only to describe the location (e.g., 'at UC Davis'), without prior approval.
 3. Terms such as "campus" or "Davis campus" may be used by any non-RSO campus organization as part of its own name without approval.
 4. A campus organization may state that its membership is composed of students, faculty, or staff of the University, but must not indicate or imply that it is acting on behalf of the University.
- B. Use by individual campus employees
1. An employee may use the University names and campus names in making a true and accurate statement of their relationship with or employment by, the University of California in the course of application for employment, or stating experience or qualifications for any academic, governmental, business or professional credit or enrollment.
 2. In all other circumstances, an employee may accurately state their relationship to the University except when it may imply the support, endorsement, advancement, or opposition of any political, religious, sociological, or economic movement, activity, or program. The employee must then issue an appropriate disclaimer declaring that the University is not involved in the particular activity or program.
 3. See [Section 310-55](#) regarding the use of University stationary.
- C. Commercial use
1. Advertising that lists the University as a user of any product or service or the source of research information on which a commercial product, program or publication is based is prohibited. Approval of an exception considered in the best interest of the University may be permitted. (See [Section 270-25](#), Commercial Activities).
 2. Manufacture and distribution of all commercial products (e.g., clothing, pennants, drinking glasses) bearing the name, seal, trademarks, or other official identifier of the campus may be permitted only under a certain license granted by the campus.
 - a. The Strategic Communications office is responsible for coordinating the UC Davis trademark program, including licensing of manufacturers and monitoring to protect against the use of trademarks on counterfeit merchandise.
 - b. Commercial vendors and distributors must receive merchandise from a licensed manufacturer.
 - c. On-campus sales, including web sales of merchandise by UC Davis departments and units are the exclusive right of the UC Davis Stores.
 - d. Departments must not conduct sales either directly or through a third party. Exceptions may be granted by the Vice Chancellor—Finance, Operations, and Administration under certain conditions (for example, sales of department T-shirts at Picnic Day).
 - e. University-controlled funds must be used to purchase products from the UC Davis Stores or licensed manufacturers, vendors, or distributors only.

D. Use of campus trademarks

1. Athletic marks, which contain images of the mustang mascot are used only for sports programs, departmentally sponsored student activities (including student recruitment publications), and licensed goods for sale for which the campus received royalty payments. They are not used to identify campus academic or administrative units, programs, or individuals.
2. Support groups, alumni organizations, or Campus Recreation Sport Clubs may use the UC Davis wordmark or logo(s) on their promotional information, websites, social media pages, apparel or any other materials with permission from the Associate Chancellor--Strategic Communications.
3. Groups using the wordmark or logos on webpages must include the following disclaimer when possible:

UC Davis makes no warranties, either expressed or implied, concerning the accuracy, completeness, reliability, or suitability of the information contained on these Web pages or of the security or privacy of any information collected by these Web pages. All views expressed in the website are those of the author and not UC Davis.
4. Permission to use the logo may be withdrawn if the authorizing official determines that the logo has been misused, is misleading, or violates policy.

V. Further Information

- A. Contact the Director of Marketing—Strategic Communications, to submit a written request for permission to use the University names, campus names, unofficial seal, logo, or trademarks.
- B. Contact Trademark Licensing, Strategic Communications (530-752-8676) for a listing of all campus names and marks currently registered with the U.S. Department of Commerce, Trademark Program, or to request licensure to use UC Davis trademarks on commercial products.
- C. Information regarding trademarks, or assistance in coordinating registration of new trademarks, is available from [Technology Transfer Services](#).
- D. Refer to the [Usage Guidelines](#) for more information on logo, seal and Aggie athletic marks.

VI. References

- A. [State of California Education Code, Section 92000](#).
- B. UC Office of the President:
 1. [Bylaw 2 of The Regents of the University of California, Corporate Seal](#).
 2. [Bylaw 3 of The Regents of the University of California, Unofficial Seal](#).
 3. [Delegation of Authority--Policy to Permit Use of the University's Name, DA0864, 5/3/85](#).
 4. [Delegation of Authority--Policy to Permit Use of the Unofficial Seal, DA0865, 5/3/85](#).
 5. [UC Policies Applying to Campus Activities, Organizations, and Students](#).
 6. [UC Code of Conduct for Trademark Licensees, 1/5/00](#).
- C. UC Davis Policy and Procedure Manual:

1. [Section 250-01, Copyright.](#)
2. [Section 270-05, Campus Organizations.](#)
3. [Section 270-20, Use and Reservation of University Properties/Event Arrangements.](#)
4. [Section 270-25, Commercial Activities.](#)
5. [Section 310-40, Strategic Communications: Publications, Graphic Standards, Marketing, and Media Relations.](#)
6. [Section 310-50, Communications with Government Officials.](#)
7. [Section 310-55, University Stationery and Business Cards.](#)