



# UC San Diego

## Policy & Procedure Manual

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### USE OF UNIVERSITY PROPERTIES

**Section: 510-10**

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### USE OF UNIVERSITY NAME AND SEALS, CAMPUS NAMES AND SEAL AND TRADEMARKS

#### SCOPE

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This policy defines the permitted uses, as well as restrictions on the uses, of the University of California name and seals and the UC San Diego names, seal, trademarks, logos, and visual images in any form or any media.

#### POLICY SUMMARY

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This policy clarifies the permissible uses and restrictions on uses of the University of California's name, San Diego campus' name, initials, abbreviations, seals, trademarks, and logos. The policy also identifies appropriate offices on the UC San Diego campus and in the Office of the President that authorize use of and licensing of the name, seal, and trademarks.

#### DEFINITIONS

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- A. University Name:** University of California, the abbreviation UC, and any other name or abbreviation that has University-wide application or concern to more than one campus. As the property of the State of California under the Education Code, [Section 92000](#), the University's name may be used by individuals and groups for commercial or non-commercial purposes only with permission of The Regents of the University of California.
- B. Campus Name:** University of California San Diego, abbreviations e.g., UC San Diego, UCSD, or any other name containing such designations or abbreviations. The Campus Names may be used by individuals and groups for commercial or non-commercial purposes only as stated in this policy.
- C. Trademarks:** Any word, term, name, symbol or device, or any combination thereof, used in connection with UC San Diego or UCSD. The Regents of the University of California own the Trademarks, including The University of California San Diego, UC San Diego, UC San Diego and graphic representations of the same and campus mascot illustrations. Unauthorized use of these trademarks may constitute infringement of the rights afforded The Regents under federal and state laws. The campus' name, symbols (e.g., UC San Diego seal, UC San Diego logo), and distinctive visual images, are protected by state and federal trademark law.
- D. Official UC Seal:** The corporate seal of the University of California reads, "Seal of the University of California 1868." The Official UC Seal is the property of The Regents and its use is reserved for diplomas, letterhead and other corporate materials as authorized by the Secretary of The Regents. An electronic version of the Official UC Seal is not available.
- E. Unofficial UC Seal:** A replica of the Official UC Seal without the words "Seal of." See Regents Byelaw 11.3 – Corporate Seal – 'Symbolic Use.' UC San Diego officials may use the Unofficial UC Seal as a symbol of the University for official purposes, or for use in connection with alumni, student,

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or public projects.

- F. UC San Diego Seal:** The campus's version of the Unofficial UC Seal is imprinted with the UC San Diego name and may be used by UC San Diego officials for UC San Diego purposes. Electronic versions are available from University Communications.
- G. Merchandise:** Apparel, headwear, and non-apparel items bearing the Campus Names, the UC San Diego Seal, and/or Trademarks.
- H. Registered Campus Organization:** This Policy adopts and incorporates the definition in the University of California Policy Applying to Campus Activities Organizations and Students (PACAOS) 70.10.
- I. Registered Student Organizations:** An organization as defined in UC San Diego [PPM160-9 – Student Organizations](#).
- J. Support Groups:** This Policy adopts and incorporates the definition of UC San Diego Support Group set forth in UC San Diego Policy & Procedure Manual section 510-5(3).

### **POLICY STATEMENT**

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#### **A. Use of Official UC Seal**

The use of the Official UC Seal is reserved for diplomas and other corporate materials, as authorized by the Secretary of the Regents. The authority to use the Official UC Seal is not delegated to the campuses. The Office of the President does not make electronic versions of the Official UC Seal available by means of the Web.

#### **B. University Name**

1. The University of California Executive Vice President and Chief Operating Officer is delegated authority to permit use of the name "University of California", the abbreviation "UC", any other name or abbreviation that has University wide application or is of concern to more than one campus, or any other name of which said designation or abbreviation is a part.

The Executive Vice President and Chief Operating Officer is responsible for reviewing and authorizing requests to use the University's name for noncommercial and commercial purposes, including the manufacture and distribution of commercial products.

2. Concurrence of the General Counsel is required before permission is granted either for commercial use of the University Name or for noncommercial use by organizations and groups. Moreover, if University officials to whom delegations are made by this regulation believe that unusual University liability or exposure may develop from granting the sought permission, that request should also be referred to the General Counsel for specific concurrence.

#### **C. Use of the Unofficial Seal of the University of California**

1. Use of the Unofficial Seal for any official systemwide application or whenever such use concerns more than one campus must be authorized by the University of California Executive Vice President and Chief Operating Officer.
2. The Unofficial Seal may be used on official off-campus University letterhead pursuant to [PPM 490-2](#).
3. The Chancellor may permit the use of the Unofficial Seal as authorized by the University of California Delegation of Authority—Policy to Permit Use of the Unofficial Seal, [DA 0865](#).
4. Use of the Unofficial Seal related to the manufacture and distribution of commercial products is

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governed by Presidential Policy to Permit Use of the University's Name and Presidential Delegation of Authority to Chancellors, Laboratory Directors and Senior Vice President-Administration, [DA0864](#) May 3, 1985.

**D. Individual Use by Campus Employees**

1. Employees may use the University Name and the Campus Name in making true and accurate statements of their relationship with, or employment by, the University of California in the course of application for other employment, or stating the employee's experience or qualifications for any academic, governmental, business, or professional credit or enrollment.
2. Employees may not use the University Name, the Campus Name, or their affiliation with the University in any manner which suggests or implies University support or endorsement of any movement, activity, or program. In circumstances where University endorsement or support may be construed from an individual's use, a disclaimer is required.

**E. Non-Commercial Use of Unofficial Seal, UC San Diego Seal, Campus Name, and Trademarks**

1. The Office of the Chancellor may use the UC San Diego seal as a symbol of the campus for official purposes.
2. The following uses of the Campus Name do not require prior written authorization:
  - a. Non-commercial use of the Campus Name by Registered Campus Organizations (but only if/when such organizations are in good standing), Registered Student Organizations (but only if/when such organizations are in good standing), or entities that have a valid current lease with UC San Diego when the use is limited to the phrase "at UC San Diego" and the use solely designates the geographic location of the organization or the entity's leased location. The phrase "at UC San Diego" may not incorporate or be designed to resemble any university logos or marks.
  - b. A Registered Campus Organization or Registered Student Organization (but only if/when such organizations are in good standing) may state that its membership comprises University students, faculty or staff, but it may not indicate or imply that it is acting on behalf of the University.
  - c. Recognized Support Groups may use the Campus' Name as set forth in UC Regents Policy 5203: Policy on Support Groups, Campus Foundations, and Alumni Associations.
3. All other non-commercial uses of the Unofficial Seal, Campus Name, UC San Diego Seal, or Trademarks are prohibited without prior written authorization from the Chancellor or from the Assistant Chancellor Chief of Staff.
4. Events and activities presented must not be advertised or promoted in any way that suggests the function is sponsored or endorsed by the University unless prior approval has been obtained from the Assistant Chancellor Chief of Staff. The Chancellor or Assistant Chancellor Chief of Staff may withdraw permission at any time, including if they determine that further usage is not in the best interests of the University or does not comply with the original intent of the approved permission.

**F. Commercial Use of Unofficial Seal, UC San Diego Seal, Campus Name, and Trademarks**

1. All commercial use of the Unofficial Seal, Campus Name, the UC San Diego Seal, the Unofficial UC Seal, and Trademarks, including the manufacture and/or distribution of all Merchandise, is prohibited unless express written permission is first obtained through a written license or prior authorization.
2. **Merchandise**
  - a. All Merchandise must be distributed through the UC San Diego bookstore or by

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authorized licensees. On-campus sales of Merchandise are the exclusive right of the UC San Diego bookstore.

- b. Commercial vendors and distributors must receive their Merchandise from a licensed manufacturer.
- c. Campus departments and business units may not conduct sales of Merchandise, either directly or through a third party except with prior written permission of the Assistant Chancellor Chief of Staff or Director, Campus Bookstore.

**3. Use in Advertising**

Advertising that displays or lists the University as a user of any product or service or as the source of research information on which a commercial product, program, or publication is based is prohibited unless express written permission is first obtained from the Chancellor or the Assistant Chancellor Chief of Staff. This prohibition extends to advertising using the University's Name, the Campus Names, the Unofficial UC Seal, the UC San Diego Seal, the Trademarks or any picture, landmark, building or other campus identifier.

**G. Disclaimer**

If there is any reasonable possibility that the use of the University's or Campus name, Unofficial Seal, UC San Diego Seal, and/or Trademarks might be construed to suggest, imply, or indicate University endorsement, support, favor of, association with, or opposition to any activity, program, event, policy, political and/or social movement, product, service, candidate for political office, or the like, said organization, group, or individual employee must first consult with the Assistant Chancellor Chief of Staff. Further, the use must include a disclaimer of University involvement in a form and manner required by such official.

**H. Unauthorized Use**

Any suspected unauthorized use of the University's Name, the Official UC Seal, the Unofficial UC Seal, the UC San Diego Seal, the Campus Names or the Trademarks, or uses otherwise contrary to this policy should be reported to the Assistant Chancellor Chief of Staff. The name University of California is the property of the State of California under the Education Code, Section 92000 and unauthorized use for commercial or non-commercial purposes is a violation of Section 92000 and a misdemeanor under State law.

The UC San Diego logos, designs, and visual images are also protected by trademark and copyright law. Unauthorized uses of any of these names and trademarks/logos may constitute trademark and/or copyright infringement as well as an unfair business practice.

**RESPONSIBILITIES**

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- A.** The Assistant Chancellor Chief of Staff is responsible for coordinating UC San Diego's trademark and licensing program and is authorized to:
- Monitor and enforce the proper use of the Campus Name, the Unofficial UC Seal, the UC San Diego Seal, and Trademarks;
  - Permit commercial and non-commercial uses of the Campus Name, the UC San Diego Seal, and Trademarks, and the use of the Unofficial UC Seal as delegated by UC DA 0865;
  - Negotiate, execute, administer, and monitor licenses for commercial use of the Campus Names, the UC San Diego Seal, and Trademarks;
  - Permit the manufacture, distribution and sale of Merchandise, on or off campus;

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- Monitor sales of Merchandise on and off campus;
- Collect and manage royalty income and administer related expenses for all licensed commercial uses;
- Register Trademarks; and
- Resolve disputes relating to use of the Campus Names, the Unofficial UC Seal, the UC San Diego Seal, and/or Trademarks.

**B. University Communications is responsible for:**

1. Reviewing and authorizing the use of the Campus Name, UC San Diego seal, and UC San Diego Trademarks in association with the manufacture, distribution, marketing, and advertising of Merchandise. The Executive Director of Marketing shall have the authority to approve such uses.
2. These products and services may be authorized by University Communications through the execution of an appropriate licensing contract in a form approved by the Office of Campus Counsel. University Communications will be responsible for all administration of contracts, expenses, collection, and management of income for all licensed commercial uses, and monitoring and enforcing the proper use of the campus' name, UC San Diego Seal, and Trademarks.

**C. Persons with the authority to approve the use of the Unofficial UC Seal, UC San Diego Seal, Campus Name, or Trademarks may authorize use only when the requested use is clearly in the best interests of the University and is true, accurate, and not misleading. The following factors should be used to guide decisions to authorize use:**

- Whether the use will benefit UC San Diego;
- Whether the use poses any risk of harm to UC San Diego;
- Whether the use implies an accurate association with the University;
- Whether the use is consistent with UC San Diego's educational and research purposes; and
- Whether satisfactory arrangements have been made concerning the interest (if any) to be held by the University in intellectual property and income resulting from the proposed use.

Pursuant to [UC DA 0864](#), if any doubt exists as to whether the use will contribute to the best interests of the University, permission shall be withheld.

- D. Any employee involved in contracting with a commercial entity is responsible for ensuring that the corporate funding agency or supplier of goods and services is advised of State of California Education Code Section 92000 and its restrictions on the use of the University's Name, the Campus Names and the Trademarks contained in this policy.**
- E. Deans, directors, and administrative officers are responsible for bringing any suspected unauthorized use of the University's Name, the Official UC Seal, the Unofficial UC Seal, the UC San Diego Seal, the Campus Names or Trademarks, or uses otherwise contrary to this policy, to the attention of those responsible for authorizing use.**

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**PROCEDURES**

None

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**FORMS**

None

## **RELATED INFORMATION**

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A. [California Codes, Education Code, Section. 92000-92001, Name of the University](#)

### **UC Bylaws and Policies**

B. [Bylaw 11. Corporate Seal](#)

C. [Regents Policy 5203: Support Groups, Campus Foundations, and Alumni Associations](#)

D. [UC Policy to Permit Use of the Unofficial Seal, Delegation of Authority to Chancellors, DA0865, May 3, 1985](#)

E. [UC Policy to Permit Use of the University Name, Delegation of Authority to Chancellors, DA0864, May 3, 1985](#)

F. [70.00 Policy on Registered Campus Organizations](#)

G. [Section 41.20, Policy on Use of University Properties](#)

H. [Appendix B, Use of University's Name](#)

I. [UC Trademark Licensing Code of Conduct](#)

J. [Administrative Guidelines for Support Groups](#)

K. [UC San Diego Policy & Procedure Manual \(PPM\)](#)

L. [490-2, Guidelines for Stationery, Business Cards, and Collateral Items](#)

## **FREQUENTLY ASKED QUESTIONS (FAQ'S)**

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[UC San Diego Brand Guidelines](#)

## **REVISION HISTORY**

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11/22/2024 This policy was revised and reissued.

07/02/2019 This policy was revised to ensure consistency regarding current tenants and the right to identify their location as "at UC San Diego" while also prohibiting other uses of the campus' names and/or marks. Student Conduct references were amended.

01/26/2018 This policy was reformatted and revised to correspond to UCOP updates and new campus brand guidelines.

01/01/2001 This policy was originally issued.