

## University of Houston and UH College of Pharmacy Policies and Procedures for Student Use of Official Logo(s) and Name(s)

UHCOP Student Organizations seeking to **create and sell, or otherwise distribute**, promotional items bearing the **University of Houston Name/Initials or Logo, University of Houston College of Pharmacy Name/Initials (UHCOP) or Logo**, the **interlocking UH logo, Houston**, or an official **Cougar Image (aka Shasta photo)** **MUST** first receive approval from UH Branding AND College of Pharmacy.

Student Organizations are encouraged to become familiar with the policy using UH trademarks as a reference during the design-concept stage. Information is available as well as a step-by-step Student Org Brand Guide to determine when permission is required from UH Branding at <https://www.uh.edu/marcom/resources/uh-brand-student-organizations/>.

The **UH Graphic Standards** are available online at [University of Houston Brand Style Guide - University of Houston \(uh.edu\)](https://www.uh.edu/marcom/resources/uh-brand-student-organizations/). Within the UH Graphic Standards, the most pertinent information for student organizations are the sections/pages related to **Logo Colors** and **Official Logos**.

If item is marketed or sold without proper approval, the item will be prohibited from being sold and could be a potential loss of fundraiser.

NOTE: Branding approval of item is required EACH time the item is produced/printed regardless of whether the item was previously approved and/or design is unchanged.

### **STEP 1: Design creation.**

If student organization is considering using UH trademarks and branding (see above), then usage of UH-licensed vendor is required.

### **Step 2 (College Approval AND Brand Approval):** *Please allow at least 1 week for review/response.*

The Student Organization Representative must submit the (a) **COP Promotional Item & Logo Use Form** along with the (b) design of the item to both

- UH Branding *and*
- **Dr. Kimberly Nguyen**, Assistant Dean for Student and Professional Services, for Pharm.D. students/organizations or the **Office of Graduate Programs** for Ph.D. and M.S. program students/organizations for review.

Approval of design must be obtained from UH Branding at [branding@central.uh.edu](mailto:branding@central.uh.edu).

Following is the UH Policy with regard to use of Licensing and Trademarks of its logos, names/initials, etc. (found at <https://uh.edu/brand/brand-resources/resources-and-references/>): **Any faculty, staff or students ordering promotional items such as t-shirts, pens and mugs with a University or College logo, name or abbreviation must use a licensed vendor.**

**UH approved vendors are available on Affinity Licensing website** (<https://affinitylicensing.com/>). **If the vendor is not licensed, the vendor will need to engage in the licensing process through our official partner,** <https://affinitylicensing.com/licensing>.

## UH College of Pharmacy Promotional Items & Logo Use Form

This form must be completed and submitted along with a conceptual design/illustration of the proposed promotional item to UH Branding to begin the process of securing approval to produce and market (for profit or as giveaways) any items bearing the UH or UHCOP name or logo, Houston, or "Shasta" image, etc. Once UH Branding approves of design, submit approval and form to Assistant Dean of Student and Professional Affairs.

Approval via this form does not constitute final approval for vendor to begin production. *Before submitting this form, please refer to UHCOP Promotional Item & Logo Use Policy for full details on the approval process.*

NAME OF ORGANIZATION: Click or tap here to enter text.

NAME OF STUDENT REPRESENTATIVE: Click or tap here to enter text.

EMAIL: Click or tap here to enter text.

PHONE: Click or tap here to enter text.

DATE SUBMITTED: Click or tap to enter a date.

1. Purpose of purchase: Click or tap here to enter text.

2. Faculty Advisor information:

Name: Click or tap here to enter text.

Email: Click or tap here to enter text.

3. Is this a fundraiser? Yes ☐ No ☐

4. Do you intend to sell the item to organization members or general public, OR distribute to dues-paying members of your organization as part of membership benefit? Yes ☐ No ☐

5. Specify Logo and/or Name/Initials requested (example: Official UH College of Pharmacy logo, Primary version, white on red background; if no official UH/UHCOP logo being requested, mark as 'N/A')

Click or tap here to enter text.

6. Additional Comments/Questions: Click or tap here to enter text.

7. Provide a conceptual drawing/illustration of the item in space below, next page, or as separate attachment. UH Branding office will request for a pdf file of drawing.

# UNIVERSITY of HOUSTON

Ad Approval Process

Request Approved by: \_\_\_\_\_

Date: \_\_\_\_\_