



## Policy 01:016 – Consistency of University Representation

The Office of University Marketing and Communications, in conjunction with the Office of the President, has been designated as the clearinghouse for all external representation of the University. This office is responsible for ensuring that all related procedures are developed and implemented. To ensure that the University provides an accurate representation to all audiences, to safeguard trademark agreements and to foster the consistency of branding efforts, the use of all written and visual materials, publications, advertising messages, logo usage and any other emerging technologies or mediums that promote or otherwise represent intellectual property owned by the University (as opposed to intellectual property owned by members of the campus community pursuant to UM Policy (01:013) must conform to the standards outlined in the University's Branding Standards Manual. Any deviation to the policy must receive the documented approval from the Office of University Marketing and Communications prior to distribution.

*Approved 5/10*

*Last Revised 08/19*