

As we grow and enhance our reputation as a research university, one very effective way to promote UNLV is through the proper use of the university logo and adherence to UNLV graphic standards. It helps us leverage our strengths and reinforces our identity.

As a registered trademark, it is important the UNLV logo not be altered in any way. Doing so dilutes the strength of our brand and may weaken our legal position when enforcing our trademarks and licenses. The university has one official logo that should be combined with the names of individual colleges, departments, research centers, and administrative units according to UNLV graphic standard policies. The UNLV logo, with its family of unit marks, is a coherent system that builds on tradition while displaying unit names in a prominent and attractive way. Departments and other UNLV organizations should not build their own logos or graphic identities.

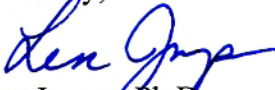
Another vital component in our visual identity system is the accurate representation of UNLV's traditional and official colors -- scarlet and gray. The UNLV identity website (<http://www.unlv.edu/identity>) specifies the exact ink designations that should be used for these colors in printed materials. It also spells out the equivalent shades to be used in web and electronic communications. UNLV's official colors are important graphic elements that contribute to the UNLV brand and increase consumer awareness.

UNLV's visual identity is strongest when every part of the institution participates. We all share in the responsibility for building the university's reputation as we progress to Tier One status. I encourage you to visit the UNLV identity website to learn more about the UNLV logo and other university trademarks.

Now more than ever it is important we maintain the brand integrity of UNLV with the proper use of our logo, associated marks, and official colors. A strong visual identity program unifies our university and enhances our marketing and communication efforts.

Thank you for respecting and complying with UNLV's graphic standards. Your cooperation helps ensure that UNLV presents a strong and unified brand to the public.

Cordially,



Len Jessup, Ph.D.
President