



REPROGRAPHICS/DESIGN SERVICES

UNLV GRAPHIC STANDARDS, INCLUDING LOGOS AND TRADEMARKS

RESPONSIBLE ADMINISTRATOR: VICE PRESIDENT FOR ADVANCEMENT

RESPONSIBLE OFFICE(S): REPROGRAPHICS/DESIGN SERVICES

ORIGINALLY ISSUED: OCTOBER 2015

APPROVALS:

APPROVED BY:

10-22-15

Vincent M. Alberta

Date

10/22/15

William G. Boldt

Date

Approved by the President:

11-18-15

Len Jessup

Date

REVISION DATE: NA

STATEMENT OF PURPOSE

The purpose of this policy is to ensure that the university's graphic standards, the use of UNLV's logo, wordmarks, official colors, and trademark licensing procedures, are always adhered to in order to protect and reinforce UNLV's identity and leverage the strength of the university's brand through consistent usage.

ENTITIES AFFECTED BY THIS POLICY

All UNLV units, student organizations, and employees are affected by this policy.

WHO SHOULD READ THIS POLICY

All UNLV employees must read, understand, and comply with this policy.

POLICY

1. The UNLV logo is trademarked and may not be modified in any way, including changing its proportions (stretching, compressing), or embellishing it (including shadows, outlines, new elements).

2. The university has one official logo, which combines with the names of individual colleges, departments, research centers, and administrative units to form a “signature,” in accordance to UNLV graphic standards.
3. 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. If you have questions about this policy, please contact Reprographics/Design Services.
4. UNLV’s official colors are scarlet and gray. In the Pantone Matching System, the correct color designations are PMS 186 for scarlet and PMS 423 for gray. The UNLV Identity website provides specifications for electronic display, <http://www.unlv.edu/identity>.
5. The university seal can only be used by the Office of the President and on official documents such as diplomas and certificates.
6. The UNLV mascot “Hey Reb!” is used to promote university athletics and to generate school spirit. Use of the “Hey Reb!” mascot requires approval of the Department of Athletics marketing team. The mascot should not be used to promote academic or administrative programs or units.
7. Any use of UNLV logos or trademarks by vendors or third parties (whether commercial or noncommercial) must go through the appropriate trademark licensing program or legal contract process.

RELATED DOCUMENTS

<http://www.unlv.edu/identity>

<http://www.unlvrebels.com/genrel/licensing-main.html>

CONTACTS

Senior Associate Vice President for Marketing/Communications/Brand Strategy 702-895-5165
Athletics – Trademarks & Licensing 702-895-4486
Office of General Counsel 702-895-5185
Reprographics/Design Services 702-895-0897

DEFINITIONS

Logo – A logo is a unique graphic symbol, display of a name, or combination of both that is used to represent an organization. The UNLV logo is a customized arrangement of letters that cannot be duplicated by using a specific typeface.

Signature – In the context of graphic standards, a signature or mark combines with the logo to describe university entities by name and adheres to the guidelines established for the proper display of department and unit names.

Trademark Licensing – A program that protects, promotes, and enhances an image and brand of an organization through trademark registration of logos and associated service marks to ensure their control and proper presentation.