



TEXAS TECH™

Operating Policy and Procedure

OP 01.06: Use of Texas Tech University Name or Logo for Private Business Purposes

DATE: July 7, 2022

PURPOSE: The purpose of this Operating Policy/Procedure (OP) is to state the prohibition on the use of the Texas Tech University name or logo for private business purposes.

REVIEW: This OP will be reviewed in November of every fourth year by the Vice President for Marketing & Communications, and the Vice Chancellor and General Counsel with substantive revisions forwarded to the President.

POLICY/PROCEDURE

Words, seals, logos, and symbols normally used to identify Texas Tech University may not be used for private business purposes without the university's specific and prior written approval recommended by the appropriate vice president, reviewed by the university's General Counsel, and approved by the Vice President for Marketing & Communications. Agreements will only be considered for activities in which the university has an appropriate teaching, research, or public service interest and when the university receives proper consideration.

The following is a partial list of the prohibited uses for private business purposes of the Texas Tech name, symbols, logos, or seals:

1. Stationery
2. Advertising/Marketing
3. Brochures
4. Mailing addresses

For additional information, refer to [OP 72.23, Licensing and Use of TTU Registered Names, Logos, and Trademarks](#), and [OP 68.03, Visual Identity Guidelines](#).