



TEXAS TECH UNIVERSITY™

Operating Policy and Procedure

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

**DATE:** November 21, 2011

**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 assistant vice president/controller, the vice president for administration and finance and chief financial officer, and the vice chancellor/general counsel with recommended 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 senior vice president for administration and finance or his/her designee. 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 54.03, Licensing and Use of TTU Registered Names, Logos, and Trademarks, and OP 68.03, Publication Guidelines, Attachment A.