

Policy Number	Subject	Effective Date	Revised Date
12.0010P	Visual Identity Guidelines	10/16/02	
<b>Responsible Division Department: Institutional Advancement / Marketing &amp; Publication</b>			
<input type="checkbox"/> New Policy <input type="checkbox"/> Major Revision of Existing Policy <input type="checkbox"/> Minor/Technical Revision of Existing Policy <input checked="" type="checkbox"/> Reaffirmation of Existing Policy			

**I. OBJECTIVE & PURPOSE**

The UNF Visual Identity Guidelines are intended to govern the use of the wordmark “University of North Florida” as well as the University seal, the official logos and trademarks of the institution in publications, web pages, videos, advertisements, letterhead, envelopes and business cards.

**II. STATEMENT OF POLICY**

All University publications, videos, web pages, letterhead, envelopes and business cards must comply with Visual Identity Guidelines with respect to the use of the wordmark, the University seal, and official logos unless the University Visual Identity Standards Committee grants an exemption.

University organizations seeking to develop their own identifying logos that incorporate the wordmark or an official University logo must submit proposed designs to the Visual Identity Standards Committee.

All decisions of the committee may be appealed to the President.

**III. STATEMENT OF PROCEDURES**

The Visual Identity Standards Committee consists of representatives of each division and a representative of the president’s office. The committee reviews all requests for exemptions from existing guidelines, considers requests by University departments, divisions and centers for logos that incorporate the wordmark or official University logos and makes recommendations to the President and Executive Staff on modifications to the guidelines when appropriate. All decisions of the committee may be appealed to the President.