Procedure Statement

Tarleton State University (Tarleton) maintains a trademark and licensing program to ensure the university’s continuing control over the use of all official university trademarks and logos. All products or services, for internal or external use, that feature university trademarks must be produced by licensed vendors.

Reason for Procedure

The intent of this Standard Administrative Procedure (SAP) is to ensure that Tarleton retains the benefit and control of its trademarks. Any use of the university’s trademarks for use in commerce is made with the express approval and consent of the university through a Learfield Licensing Partners Agreement, and only under circumstances benefiting the university, its students and personnel, or educational mission.

Procedures and Responsibilities

1. The assistant vice president for marketing and communications has been delegated by the university president the responsibility to ensure this SAP, the established guidelines and state requirements are followed.

2. The Creative Services group in Marketing and Communications oversees the administration of the Learfield Agreement, verifies the appropriate use of university marks and serves as a resource for questions pertaining to trademarks and licensing.

3. All requests for use of Tarleton trademarks and logos must be submitted to Learfield for review and approval by Creative Services prior to entering into production. Information on submitting requests, including the Licensed Vendor List, is available on the university’s website at https://www.tarleton.edu/AERWEB/marketing/collegiate-licensing.html.

Related Statutes, Policies, or Requirements

System Policy 09.02 Use of System Names and Indicia
Tarleton’s Collegiate Licensing Program

Contact Office

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