

**POLICY ON THE USE OF THE UNIVERSITY’S NAME/SEAL/LOGO
BY EXTERNAL GROUPS**

It is the policy of The California State University and California State University, Fresno, that the name/seal/logo shall not be used by any commercial enterprise in a way that suggests involvement with that business or endorsement of its products.

On these occasions when it appears that the use of the University’s name/seal/logo by external groups may be in the best interests of the University, the President of the University or his designee, at his discretion, may grant permission for such use, subject to the limitations contained in this policy, and may charge an appropriate fee therefor. At present, the Vice President for University Advancement has been authorized to act on behalf of the President in this regard.

All external requests for use of the name/seal/logo or its likeness must be in writing and must have the written approval of the University prior to any such use.

This policy applies to all campus-related entities, including all recognized auxiliary organizations, Centers and Institutes.

Regarding requests for use of the name/seal/logo on food and beverage products, see Policy on Use of University Name, Trademark and Logo on Food and Beverage Products - <https://upm.fresnostate.edu/iii/f/f-03.pdf>

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