



OFFICE OF THE PRESIDENT

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September 28, 1999

**CHANCELLORS
LABORATORY DIRECTORS**

Representation of the University on Letterhead and Business Cards

The attached University of California *Policy on Representation of the University on Letterhead and Business Cards* is based upon California law and the Bylaws of The Regents of the University of California, which restrict the use of the University's name and seal to purposes that are in keeping with the mission of the University. This policy is effective immediately and supersedes the Policy on University Letterhead (8/5/63) and the Policy on University Business Cards (12/17/64).

The *Policy on Representation of the University on Letterhead and Business Cards* is intended to promote the concept of the University as one connected system with a shared mission of research, teaching, and service. The policy is integrated with other policies that have developed over time and which relate to the neutral position which the University must hold in religious and political matters. A list of affiliated policies is attached to the policy.

Richard C. Atkinson
President

Attachments

cc: Members, President's Cabinet
Special Assistant Gardner
Principal Officers of The Regents

Policy on Representation of the University on Letterhead and Business Cards

University letterhead and business card protocol is issued by the President, based on principles regarding use of the University seal and name as drawn from California law and By-Laws of the Regents. Several concepts govern the appearance and use of letterhead stationery and business cards. First, the University must be represented in a manner that reflects its configuration as a unified system of enterprises in research, teaching and public service. Second, while the University asserts the principle of academic freedom of expression, individuals or groups within the University community are not permitted to present opinions in ways that imply endorsement by the University. Third, the University does not take a position on political or religious issues. References to related policies may be found on the attached list.

The approved University of California letterhead has a double rule enclosing the names of all campuses, along with the unofficial seal, which lists the founding date of the University (1868) (Attachment A). The "unofficial seal" (Attachment B) has the same design as the corporate seal, with the words "Seal of" deleted, and may be used with the permission of the President of the University or his designee for any official purpose or in connection with alumni, student, or public projects. On official correspondence, campuses shall use the unofficial seal provided in the attachment. The seal shall be printed only in black ink (certain Officers of the University and Officers of the Regents may use blue ink). University letterhead may not contain photographs or art work other than the University seal.

The official location designation (campus, laboratory or Office of the President) shall be located at the upper left under the line containing the ten campuses. Titles of administrative offices, departments and schools may also be printed, along with telephone, fax and electronic mail addresses, as desired.

This policy does not apply to the licensing of goods in connection with a campus, wherein the chancellor has been delegated authority to approve the use of the unofficial seal with moderate design changes (as in Attachment C).

University business cards may be provided to employees who are determined by administrative units to need them in the execution of their official duties. The official campus, laboratory or Office of the President location associated with an individual or activity will appear on the business card, along with address, telephone, fax and electronic mail information as desired. Business cards of the University must incorporate the approved unofficial seal, printed in blue, black or gold ink. Non-University entities are not permitted to use the University name or seal in business cards to advertise cooperative efforts with the University unless approval has been granted by the Senior Vice President--Business & Finance.

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Campus letterheads and business cards existing at the time of implementation of this policy may continue to be used until the supply is depleted. Prospectively, any deviation from the approved format and these regulations must receive prior approval from the Senior Vice President--Business & Finance.

The electronic version of the standard University letterhead including the University seal may be obtained from Coordination & Review, Office of the President upon request by the Chancellor or location head, as may an electronic version of the University seal.

Related Policies:

State of California Education Code Section 92000
(<http://www.ucop.edu/ucophome/uwnews/aospol/ucappb.html>)

Regents of the University of California Bylaws 2 and 3 (<http://www.ucop.edu/regents/bylaws/bl2.html>,
<http://www.ucop.edu/regents/bylaws/bl3.html>)

Regents' Policy on Support Groups, Campus Foundations, and Alumni Associations (9/15/95)
(<http://www.ucop.edu/regents/policies/6078.html>)

Delegation of Authority to Chancellors to Permit Use of the University Name (5/3/85)
(<http://www.ucop.edu/ucophome/coordrev/da/da0864.html>)

Delegation of Authority to Chancellors to Permit Use of the University Seal (5/3/85)
(<http://www.ucop.edu/ucophome/coordrev/da/da0865.html>)

Restrictions on the Use of University Facilities and Resources for Political Activities (9/18/70)
(<http://www.ucop.edu/ucophome/coordrev/policy/9-18-70.html>)

Academic Personnel Policy on Faculty Conduct and the Administration of Discipline, Part II:
Professional Responsibilities, Ethical Principles and Unacceptable Faculty Conduct
(<http://www.ucop.edu/acadadv/acadpers/apm/s1-015.html>)

University of California Policies Applying to Campus Activities, Organizations, and Students,
Section 41.12 (<http://www.ucop.edu/ucophome/uwnews/aospol/uc40.html>)

University of California Code of Conduct for Trademark Licensees (8/3/98)
(<http://www.ucop.edu/ucophome/coordrev/policy/8-03-98.html>)

UNIVERSITY OF CALIFORNIA

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SANTA BARBARA • SANTA CRUZ

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Attachment A - Official Letterhead

UNIVERSITY OF CALIFORNIA UNOFFICIAL SEAL



Attachment B - "Unofficial" Seal
For Use on Letterhead



Attachment C - Sample Seals for
Trademark Purposes