

---

## UCLA Policy 110: Use of the University's Names, Seals, and UCLA Trademarks

---

Issuing Officer: Administrative Vice Chancellor

Responsible Dept: Administrative Vice Chancellor's Office

Effective Date: January 23, 2024

Supersedes: UCLA Policy 110, dated 9/9/2018

---

### I. PURPOSE & SCOPE II. DEFINITIONS III. STATEMENT IV. RESPONSIBILITIES AND APPROVAL PROCESS V. REFERENCES

#### I. PURPOSE & SCOPE

This Policy sets forth the authorized, restricted, and prohibited uses of the UCLA Marks as well as the limitations on other University of California assets ("University Assets"), including the University Names and University Seals. Additionally, this Policy provides (a) definitions of the terms used throughout the Policy, (b) a statement explaining the importance of protecting University Assets, (c) the process for requesting approval for the use of related University Assets, and (d) references supporting this Policy.

#### II. DEFINITIONS

For the purposes of this Policy:

**Branded Consumer Products** refer to any goods or items (in tangible or intangible form) bearing University Assets, including any UCLA Marks (e.g., clothing, souvenir items, gifts, digital representations, and any other emblematic merchandise), whether such goods or items are commercially or personally produced and regardless of whether they are offered for sale or given away.

**Sponsorship** refers to financial or in-kind support given to an event, organization, or activity in exchange for acknowledgement, recognition, or promotion.

**The Regents** refers to The Regents of the University of California.

**UCLA Brand Guidelines** are the directions, templates, resources, best practices, and inspiration provided by UCLA Strategic Communications regarding the proper use of UCLA Marks, graphic elements, identity systems, and elements in order to align and unify UCLA and its many endeavors with consistent messaging.

**UCLA Marks** collectively refer to the following current and historical marks and Other Identifiers for UCLA:

**UCLA Bruin Mascots** refer to Joe Bruin and Josie Bruin, including all current and historical versions, whether depictions are two or three-dimensional (e.g., live representations).

**UCLA Campus Logo** is the institutional logo used for academic and administrative purposes, which includes the letters "UCLA" in specific and original letterforms rather than standard font and must be reproduced in a manner consistent with this Policy and the UCLA Brand Guidelines.

**UCLA Campus Names** refer to any expression of the name University of California Los Angeles, abbreviations (e.g., UCLA), or any other name of which said expression or abbreviations are a part in any form, including but not limited to, plain font text, logos, and graphic representations.

**UCLA Primary Logos** are the graphic elements depicted in the UCLA Brand Guidelines

that include the UCLA Campus Logo and UCLA Script Logo.

**UCLA Script Logo** is the institutional logo reserved for UCLA's Department of Intercollegiate Athletics ("UCLA Athletics"), Recreation, Bruin Marching Band, and Spirit Squad only, and includes the letters "UCLA" in script letterforms.

**UCLA Seal** is the campus version of the Unofficial Seal reading "University of California Los Angeles" or the abbreviation "UCLA".

**Other Identifiers** refers to UCLA intellectual property that involves the UCLA Marks as described above as well as; any words, symbols, designs, colors, landmarks, three-dimensional objects (e.g., packaging), sounds, domain names, social media handles, and other assets used by UCLA to identify and distinguish its goods and services from those of others, whether registered or unregistered as trademarks; and any derivations of the foregoing. Examples include, but are not limited to, "University of California Los Angeles" word mark; "UCLA" word mark and logos; "UCLA Bruins" word mark and logo; Bruin "B" logo; UCLA Seal design; UCLA Bruin Mascots and associated logos; and "Bruins" and "Bruin" word marks which state or imply an association with UCLA.

**University** refers to the University of California.

**University Assets** refer to the UCLA Marks, University Names, and University Seals, collectively.

**University Names** refer to the name "University of California," the abbreviation "UC," and any other name or abbreviation that has University-wide application or is a concern to more than one University of California campus, as permitted by UC DA 0864.

**University Seals** refer to seals specific to the University of California with University-wide application and include the Official Seal and Unofficial Seal.

**Official Seal** is the seal of The Regents reading "Seal of the University of California, 1868."

**Unofficial Seal** is the replica of the Official Seal without the words "seal of," which is used as a design element for a variety of University and commercial uses, as permitted by UC DA 0865.

**UCLA Units** refer to officially recognized UCLA departments or divisions (both academic and non-academic) as well as other official UCLA entities, including schools, centers, laboratories, institutes, the UCLA Academic Senate, and UCLA Extension.

### III. STATEMENT

The UCLA Marks are valuable University Assets that UCLA Units may use in furtherance of the University's educational, research, and public service mission. In an effort to achieve consistency and to represent UCLA as a unified entity, the use of UCLA Marks by UCLA Units must be in compliance with this Policy and consistent with the UCLA Brand Guidelines. This Policy also helps protect UCLA's reputation both nationally and globally and ensures licensed products are leading the way to material/product sourcing consistent with University's values.

State law, trademark law (state, federal, and international) and University policy protect the University Assets. As such, use of the UCLA Marks is restricted and subject to the terms of this Policy, and the use of the University Names and University Seals is restricted and subject to University policy (see, [DA0864](#) and [DA0865](#)).

Uses of the University Assets, including the UCLA Marks, that are unauthorized or otherwise contrary to this Policy may be investigated and enforced.

When permission is granted it is with the understanding that it may be withdrawn at any time. The authorizing official may withdraw permission when any usage is not in the best interest of the University or when a failure to adhere to the use of the UCLA Mark(s) that was originally submitted and approved.

**A. California Law**

The name “University of California” is the property of the State of California under California Education Code, Section 92000. Violations of Section 92000 are considered a misdemeanor.

**B. Trademark Law**

The University owns a substantial portfolio of state, federal, and international trademark and service mark registrations for UCLA Marks across a wide variety of goods and services. Additionally, U.S. common law rights protect the use of unregistered UCLA Marks. These rights apply to all UCLA Marks regardless of any alterations to logo or font style used to depict UCLA Campus Names.

Unauthorized use of UCLA Marks, regardless of how expressed, depicted, or represented, may constitute an infringement of the rights afforded The Regents under state, federal, and international trademark laws.

**C. UCLA Brand Guidelines**

Each use of the UCLA Marks is subject to this Policy and the [UCLA Brand Guidelines](#), which facilitate the implementation of this Policy. UCLA Strategic Communications is responsible for creating, maintaining, and managing the UCLA Brand Guidelines.

**D. University Assets**

University Assets are the property of The Regents. Alterations to the officially designated versions of University Assets are strictly prohibited. Any proposed variations to existing UCLA Marks must be coordinated through UCLA Strategic Communications in coordination with Campus Counsel and the appropriate authorizing official as outlined in this Policy.

The authority to grant approval to use the UCLA Marks in the manufacture and distribution of Branded Consumer Products has been delegated to the Executive Director of the Associated Students UCLA (ASUCLA), as outlined in UCLA DA 705.03.

**1. Official Seal**

The Official Seal is reserved for diplomas, letterhead, and other corporate materials as authorized only by The Secretary and Chief of Staff of the Regents.

**2. Unofficial Seal**

The Unofficial Seal is reserved for formal and ceremonial use only, and such use is limited to official University purposes or UCLA alumni, student, or public projects, as explicitly allowed in this Policy and consistent with the UCLA Brand Guidelines.

- a. The authority to grant approval to use the Unofficial Seal is delegated to the Administrative Vice Chancellor, as outlined in UCLA DA 705.04.
- b. The authority to grant approval to use the Unofficial Seal in the manufacture and distribution of Branded Consumer Products has been delegated to the University of California Senior Vice President, External Relations and Communications as outlined in UC's systemwide Trademark Licensing Code of Conduct Policy.

**3. UCLA Seal**

The UCLA Seal is reserved for formal and ceremonial use only, and such use is limited to official University purposes or UCLA alumni, student or public projects, as explicitly allowed in this Policy and consistent with the UCLA Brand Guidelines.

- a. The authority to grant approval to use the UCLA Seal is delegated to the Administrative Vice Chancellor, as outlined in UCLA DA 705.04.

**4. UCLA Campus Logo**

The UCLA Campus Logo is limited to official University purposes or UCLA alumni, student, or public projects, as explicitly allowed in this Policy and consistent with the UCLA Brand Guidelines. Use of the UCLA Campus Logo is reserved for representations of the University and UCLA Units and is not to be altered or modified.

- a. The authority to grant approval to use the UCLA Campus Logo is delegated to the Administrative Vice Chancellor, as outlined in UCLA DA 705.04.

### 5. UCLA Script Logo

Use of the UCLA Script Logo is reserved for UCLA Athletics, Recreation, Bruin Marching Band, and Spirit Squad (UCLA Units, affiliated, and non-affiliated organizations require permission, see section IV.A.2.i).

### 6. UCLA Bruin Mascots

Use of UCLA Bruin Mascots is reserved for UCLA Athletics, Recreation, and Spirit Squad (UCLA Units, affiliated, and non-affiliated organizations require permission, see section IV.A.2.j).

## **E. Non-Commercial Use of University Assets**

### 1. Letterhead

The use of University of California letterhead, representing the institution and all campus locations, is restricted to official correspondence and governed by University policy, see [UC Policy on Representation of the University Letterhead and Business Cards](#).

The UCLA letterhead templates provided in the UCLA Brand Guidelines are reserved for use by UCLA Units for the purpose of official correspondence.

For inter- and intra-departmental correspondence, the header templates provided in the UCLA Brand Guidelines for the purposes of email communications, mass communications sent via BruinPost, internal memoranda, and other campus business-related communications may be substituted for the UCLA letterhead.

### 2. Business Cards

The use of University of California business cards, incorporating the Unofficial Seal, is restricted and governed by University policy, see [UC Policy on Representation of the University Letterhead and Business Cards](#).

The UCLA business card templates provided in the UCLA Brand Guidelines are reserved for faculty, staff, and graduate students (at the discretion of the hiring department) and are not to be used for personal or undergraduate student contact cards. See Purchasing & Account Payables website for details: <https://purchasing.ucla.edu/purchasing/purchasing-goods/business-cards-stationery-overview>.

### 3. Logos

Logos associated with UCLA must conform to existing UCLA Brand Guidelines and relevant logo lock-ups as approved by Strategic Communications. This includes but is not limited to, logos used to represent UCLA-affiliated organizations, departments, centers, and institutes.

### 4. Use by UCLA Units, Organizations, and Groups

Use of the UCLA Marks by the following UCLA Units, organizations, and groups is authorized in accordance with this Policy and other University and UCLA policies, procedures, and guidelines.

- a. UCLA Units are encouraged to use UCLA Marks through internal, coordinated communications and marketing channels, to identify their association with UCLA for the benefit of recruiting and enrolling new students, for advocacy and development efforts, and to advance UCLA's mission of education, research and service, provided that the use is consistent with the UCLA Brand Guidelines.
- b. Affiliated UCLA organizations, officially supported by a UCLA Unit, whose activities *exclusively* support the mission of UCLA (such as professional associations; employee organizations; student government entities; athletic, cultural, and other interest groups) may use the UCLA Marks in accordance with this Policy and UCLA Brand Guidelines.
- c. Recognized support groups are groups, organizations, foundations, or associations that receive official recognition from the University as outlined in [UC Administrative Guidelines for Support Groups and UC Campus Alumni Associations and Constituency Alumni Groups](#). The permitted use(s) of UCLA Marks by a recognized support group is governed by their written agreement with the University, the above UC guidelines, this Policy, and the UCLA Brand Guidelines.

- d. Registered campus organizations (as defined in UCLA Regulations on Activities, Registered Campus Organizations, and Use of Properties) may use UCLA Campus Names only in accordance with UCLA Brand Guidelines as part of their own name for the purposes of geographical designation (e.g., “Student Group Name at UCLA”). Registered campus organizations may request authorization to use certain trademarked graphic elements, as outlined in the UCLA Brand Guidelines. Registered campus organizations may state that their membership comprises UCLA students, faculty, or staff, but may only represent themselves as acting independently of UCLA.

#### 5. Use by Individual UCLA Employees

UCLA staff and faculty may use the University or UCLA Campus Names in making a true and accurate statement of employment by the University or stating the employee’s experience or qualifications for any academic, governmental, business, or professional credit or enrollment.

In circumstances where University endorsement or support may be construed from an employee’s use of University or UCLA Campus Names (or their affiliation with the University), the employee must issue a disclaimer clearly stating that the employee is speaking as an individual, that statements made are their own, and that the University is not involved in the particular activity or program (see table in section IV.C. Student and Faculty).

#### 6. Use by Individual UCLA Students

Individual UCLA students may use the UCLA Campus logo, UCLA Seal, and Unofficial Seal only for student projects directly related to UCLA course work (e.g., research posters, PowerPoint presentations, contact cards) in accordance with the UCLA Brand Guidelines and provided that the student’s name and enrollment status are included.

#### 7. Use in Commercial and Non-Commercial Filming and Photography

All filming and photography on-campus, including non-commercial use by a UC or UCLA person or entity requires a permit via the UCLA Events Office, in accordance with [UCLA Policy 863](#).

Instances involving use of UCLA Marks will also require approval under the [marks portal](#) and will be considered in accordance with permitted uses outlined in this Policy.

### **F. Commercial Use of University Assets**

The manufacture and distribution of any product bearing the University Names, Official Seal, or Unofficial Seal, as distinguished from that of the UCLA Seal, is governed by the Office of the President and cannot be authorized by campus authority.

The manufacture and distribution of all Branded Consumer Products is permitted only by license or authorization from the Executive Director of ASUCLA. All such licensed or authorized Branded Consumer Products must be procured through the campus stores or from licensees of The Regents, as authorized by ASUCLA.

Advertising that displays or lists UCLA’s Sponsorship of an event, program, or publication may be permitted provided that the role as sponsor is clearly indicated by accompanying language (e.g., “sponsored by,” “presenting sponsor” or similar) and approved as outlined by the approval process described below. Sponsorship advertising may include expressions of the UCLA Marks, including the UCLA Primary Logos, provided that the use is consistent with UCLA Brand Guidelines and this Policy.

Proposed uses by external groups, sponsors, and other entities not specified above must request approval through the [marks portal](#).

### **G. UCLA Domain Names**

Use of UCLA in domain names is governed by UCLA Policy 411, Registration and Use of UCLA Domain Names. The use of UCLA is not allowed in any URL form (e.g., [ucla\\_organization.edu](#)) without first obtaining UCLA’s prior written approval pursuant to Section IV of this Policy.

#### IV. APPROVAL PROCESS AND RESPONSIBILITIES

Any use of University Assets that is not expressly authorized in this Policy requires approval from the appropriate University official as outlined in the table below. Should you have any questions regarding a proposed use or the approval process, please visit [www.marks.ucla.edu](http://www.marks.ucla.edu), email [adminvc@ucla.edu](mailto:adminvc@ucla.edu) or phone 310-825-2411 for clarification.

##### **A. Unapproved Uses**

Certain uses of University Assets are strictly prohibited, while other proposed uses require prior written approval before they can proceed.

##### **1. Strictly Prohibited**

The following activities are *strictly prohibited*:

- a. Use of the Official Seal of the University of California by anyone other than the Secretary and Chief of Staff of the Regents;
- b. Creating new logos or proxy logos representing or implying an organization or group's association with UCLA;
- c. Modifications to the UCLA Seal or University Seals;
- d. The use of the University Assets on personal business cards or personal materials.

##### **2. Restricted**

The following activities are prohibited, unless *prior written approval has been granted* in accordance with this Policy:

- a. Creating new or alternate UCLA logos or type treatments;
- b. Advertisements including press releases, case studies, and other non-paid placements that display or list the University as a user of any product or service or as the source of research relating to a product, program or publication, including but not limited to advertising using any UCLA Mark, including, pictures, landmarks, buildings or other indicia;
- c. Any use of University Assets by, for, or with a non-UCLA, third-party entity;
- d. Any use of University Assets by an organization or group with members who are students, faculty, or staff that have not officially registered as a campus organization or received official recognition by the University;
- e. Any use of University Assets by officially registered campus organizations, excluding the allowable "at UCLA" designation in the group's name to refer to its location, as provided in this Policy;
- f. UCLA staff, faculty, and individual student use of the University Assets or their affiliation with the University in any manner that suggests or implies University support, endorsement, or advancement of, or opposition to, any issue, activity, or program, whether political, religious, economic, or otherwise;
- g. Use of the UCLA name in any website address/URL form (e.g., [ucla\\_organization.edu](http://ucla_organization.edu)) other than as provided in UCLA Policy 411, Registration and Use of UCLA Domain Names or in a social media site or handle;
- h. Any use of UCLA Assets on social media, including mention of the UCLA brand unless as a statement of fact;
- i. Use of the UCLA Script Logo is restricted for UCLA Athletics, Recreation, and Spirit Squad and may have narrow exceptions under prior written approval;
- j. Use of the UCLA Bruin Mascots is restricted for UCLA Athletics, Recreation, and Spirit Squad and may have narrow exceptions under prior written approval; and
- k. Entering into contracts or agreements that allow the use of UCLA Marks.

##### **B. Requesting Approval for the Use of University Assets**

Requests to use University Assets require the prior written approval of the authorizing official identified below, in Section IV.C. Any required approvals may be granted, withheld, or retracted



in UCLA's absolute discretion. If such approval is not expressly granted, in writing (including email), then the proposed use is disapproved and may not proceed.

It is the requesting individual or group's responsibility to maintain a record of all required approvals.

Additional information and instructions regarding how to request approval for uses as outlined in this Policy are provided at [www.marks.ucla.edu](http://www.marks.ucla.edu).

### **C. Responsibilities and Approval Process**

The table below outlines the appropriate authorizing official for uses outside this Policy and their assigned responsibilities in the approval process, including responsibilities assigned to specific departments and/or individuals to ensure compliance with this Policy.

<b>RESPONSIBILITY</b>	<b>ACTION</b>
UC SVP External Relations and Communications	Reviews and approves or denies requests (1) to manufacture and distribute commercial products bearing University Names and/or University Seals and (2) to use the Unofficial Seal for any systemwide application or whenever such use concerns more than one campus.
Administrative Vice Chancellor	Reviews and approves or denies the use of the Unofficial Seal and UCLA Marks in all contexts by, for, or with non-University, third-party entities, including co-branded uses intended for manufacture and distribution that are subject to review and approval by ASUCLA as provided in this Policy.
	Reviews and consults with the department designee on Sponsorship agreements and the appropriate use of Sponsorship advertising in line with specified terms.
	Reviews and approves or denies the use of UCLA Marks by registered campus and affiliated organizations that are subject to review and approval as provided in this Policy.
	Reviews and approves or denies requests from UCLA staff employees to use their University affiliation in outside consultative or commercial activities.
Executive Director, ASUCLA	Reviews and authorizes or denies the use of the UCLA Marks in connection with the manufacture and distribution of Branded Consumer Products and services. These products and services are authorized by the Executive Director through the execution of the appropriate licensing contract, in a form approved by the Office of General Counsel.
	Co-branded uses by, for, or with non-University, third-party entities are subject to review by the Administrative Vice Chancellor as provided in this Policy.
	Manages the administration of contracts, expenses, collection, and management of income for all licensed commercial uses and monitors and enforces the proper use of the UCLA Marks in connection with such consumer products and services.
Vice Chancellor, Academic Personnel	In coordination with the Vice Chancellor for Research, reviews and approves or denies the use of the University Names and UCLA Campus Names and affiliation by faculty and non-senate academic personnel in outside consultative or commercial activities.
Associate Vice Chancellor, Alumni Affairs	Manages and maintains a list of officially recognized support groups and alumni associations and any permitted use of UCLA Marks.
Office of the Campus Counsel	Provides legal services on all matters pursuant to this Policy, reviewing agreements and concurring with actions by the various individuals with delegated responsibility over the use of the University Names, Unofficial Seal, and UCLA Marks.
	Investigates unauthorized use of University Names, Seals, and UCLA Marks, or in a way contrary to this Policy. This responsibility includes taking legal action if appropriate to enforce these restrictions.

RESPONSIBILITY	ACTION
Contract and Grant Officers, Purchasing Officers, Industry Sponsored Research Officers, and other campus authorities responsible for contracting with commercial entities	<p>Ensures that corporate funding agencies and suppliers of goods and services are advised of State of California Education Code Section 92000, and the restrictions on the use of University Names and UCLA Marks contained in this Policy.</p> <p>Reviews requests by corporate funding agencies for use of University Names and UCLA Campus Names. When, in the judgment of the officer, the requested use of the name is a true and accurate statement of fact and when such use is not contrary to the interests of the University and the campus, officers may approve such requests.</p>
Campus Purchasing	Has the discretion to permit a current supplier to list UCLA as a customer on its website and/or in published materials. Such permission will apply to UCLA's use of the supplier within the previous 36 months, and will be in a list of suppliers, alphabetically, with no emphasis on UCLA within the list. Such permission does not extend to the use of UC marks, logos, or other UCLA Marks, and will not be displayed to create the impression of an endorsement.
	Has the authority to request that a supplier remove reference to UCLA as a customer.
Vice Chancellor, Strategic Communications	Provided that a use has been approved as outlined in this Policy, reviews and approves or denies all expressions and representations of UCLA Marks, and maintaining and enforcing brand consistency as outlined in the UCLA Brand Guidelines.
Deans and Vice Chancellors	Provided that a use is permitted as outlined in this Policy, reviews and approves or denies use of UCLA Campus Names within their areas of responsibility and consistent with the UCLA Brand Guidelines, including other UCLA Marks previously approved through UCLA Communications, in materials related to the Sponsorship of events, programs, or publications.
Deans, Directors, and Administrative Officers	Brings any suspected unauthorized use of University Names and UCLA Marks, or uses otherwise contrary to this Policy, to the attention of the responsible officials noted in this section.
Student Affairs Officers	Monitors and controls use of UCLA Campus Names by registered campus organizations in accordance with the UCLA Regulations and consistent with the provisions and requirements of this Policy.
Staff and Faculty	<p>Issues an appropriate disclaimer, concurrent with the use of University Names or UCLA Campus Names, declaring in substance that the University is not involved in said movement, activity, program, or product in any circumstance where a statement of an employee's University relationship might be construed as implying the University's endorsement, advancement, support, or opposition of any movement, activity, program or product,</p> <p>If any doubt exists regarding the requirement for a disclaimer, faculty and non-senate academic personnel should consult with the Vice Chancellor, Academic Personnel and staff employees should consult with the Administrative Vice Chancellor.</p>
	Ensures that use of University Names or UCLA Campus Names does not place the employee in a conflict of interest between their official activities and any other interest or obligation. Employees should consult with the Conflict of Interest Coordinator if any doubt exists regarding their use and a conflict of interest.

## V. REFERENCES

1. State of California Education Code, Section 92000;
2. UC Delegation of Authority 0864, Policy to Permit Use of the University's Name;
3. UC Delegation of Authority 0865, Policy to Permit Use of the Unofficial Seal;
4. UCLA Delegations of Authority 705.02, Use of the University Affiliation by Faculty and Non-Senate Academic Personnel;



5. UCLA Delegation of Authority 705.03, Delegation of Authority on Control of Commercial Products that Use the Campus Name, Unofficial Seal, Trademarks and Logos;
6. UCLA Delegation of Authority 705.04, Use of the Campus Name and the University's Unofficial Seal;
7. Board of Regents Bylaw 11. Corporate Seal;
8. UC Administrative Guidelines for Support Groups;
9. UC Policy Trademark Licensing Code of Conduct;
10. UC Policy on Representation of the University on Letterhead and Business Cards;
11. UCLA Regulations on Activities, Registered Campus Organizations and Use of Properties;
12. UC Conflict of Interest Policy and Compendium;
13. Trademark law as codified in the Lanham Act;
14. UCLA Brand Guidelines <http://brand.ucla.edu>;
15. UCLA Policy 411: Registration and Use of UCLA Domain Names;
16. UCLA Policy 863, Filming and Photography on Campus  
<http://www.adminpolicies.ucla.edu/pdf/863.pdf>.

**Issuing Officer**

**/s/ Michael J. Beck**

---

**Administrative Vice Chancellor**

---

**Questions concerning this Policy should be referred to  
the Responsible Department listed at the top of this document.**

---