

# Augusta University Policy Library

## University Seal Policy

Policy Manager: University Communications

### POLICY STATEMENT

The official university seal is the most restricted of all university marks and should not be used in daily or routine communications by colleges, departments or programs.

Use of the seal on all official documents requires prior approval by the Provost. The Division of Communications and Marketing shall monitor the use of the University seal to ensure the authenticity of the mark, the appropriateness of the places upon which it is to be applied, and that the mark is applied only on academic documents for the university or its agents or as otherwise directed by the Provost.

### AFFECTED STAKEHOLDERS

*Indicate all entities and persons within the Enterprise that are affected by this policy:*

- Alumni     Faculty     Graduate Students     Health Professional Students  
 Staff     Undergraduate Students     Vendors/Contractors     Visitors  
 Other:

### PROCESS & PROCEDURES

To request permission to use the university seal, submit a request with the Division of Communications & Marketing at [augusta.edu/dcm/request](http://augusta.edu/dcm/request). Requests that are aligned with the limited and reserved purpose of the seal will then be routed to the Provost for approval.

### REFERENCES & SUPPORTING DOCUMENTS

- Augusta University Brand Guidelines – [augusta.edu/dcm/marketing/brand-strategy.php](http://augusta.edu/dcm/marketing/brand-strategy.php)

### RELATED POLICIES

- Communications and Marketing Policy - [augusta.edu/compliance/policyinfo/policy/communications-and-marketing-policy.pdf](http://augusta.edu/compliance/policyinfo/policy/communications-and-marketing-policy.pdf)

### APPROVED BY:

Executive Vice President for Academic Affairs and Provost, Augusta University

Date: 4/21/2021

President, Augusta University

Date: 4/21/2021

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**Office of Legal Affairs Use Only**

**Executive Sponsor: VP, Communications & Marketing**

**Next Review: 4/2024**