

## 09.02 Use of System Names and Indicia



Approved February 27, 1995 (MO 44-95)  
Revised July 23, 1999 (MO 197-1999)  
Revised August 1, 2008 (MO 229-2008)  
Reviewed February 6, 2014  
Next Scheduled Review: February 6, 2019

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### Policy Statement

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This policy provides that the Board of Regents (board) of The Texas A&M University System (system) may adopt and protect official seals and other identifying marks of the system and its members. The seals and identifying marks of the system and its members may not be used without the express approval of the respective system member chief executive officer or designee.

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### Reason for Policy

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This policy explains the board's use of its authority to adopt and protect official seals and other identifying marks of the system and its members.

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### Procedures and Responsibilities

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#### 1. AUTHORITY

The board is authorized under state law to adopt official seals for the system and its members. The board has authority to protect the use of the names, logos, trademarks, and other identifying marks of the system and its members.

#### 2. APPROVAL

The names, logos, trademarks, seals, service marks and other identifying marks of the board, the system, and its members shall be protected and cannot be used without the express approval of the chief executive officer or designated representative. The chancellor shall take reasonable steps to enforce this policy as necessary.

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### Related Statutes, Policies, or Requirements

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[Tex. Educ. Code § 85.16](#)

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## **Member Rule Requirements**

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A rule is not required to supplement this policy.

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## **Contact Office**

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System Office of Marketing and Communications  
(979) 458-6023