

09.02.99.C0.02 Branded Items

Approved: May 27, 2014
Revised: December 9, 2016
Next Scheduled Review: December 9, 2021



Procedure Statement

The Department of Marketing & Communications (MARCOM) at Texas A&M University-Corpus Christi is responsible for coordinating a consistent brand identity and overall management of university marketing and communication. Under the Division of Institutional Advancement, MARCOM maintains the University's licensed marks.

Reason for Procedure

As departments and colleges develop co-branded identities and collateral materials, resources must be tracked in order to ensure University funds are used appropriately and efficiently, and to ensure the protection of the University image and brand.

Definitions

A branded item is defined as any item customized to incorporate a University licensed mark, such as the Momentum sign or the Islanders "I" logo. These items are usually branded with the university's name, departments or items identifying the University.

Procedures and Responsibilities

1. RESPONSIBILITIES
 - 1.1 All units shall utilize MARCOM approved procedures in the purchase of University branded items.
 - 1.2 MARCOM will be responsible for tracking the University funding that is allocated to branded items and the amount of each item created (utilizing object code 5242 in purchasing).
 - 1.3 Units failing to comply with the specified requirements shall be required to bring branded items into compliance at the unit's expense. Non-compliant branded items shall be suspended immediately.

2. DESIGN AND STYLE GUIDELINES

- 2.1 Items must be created in compliance with University rules and procedures.
- 2.2 All units shall adhere to the copyright and intellectual property rights of others and of the university.

Related Statutes, Policies or Rules

System Policy [09.02 Use of System Names and Indicia](#)

University Procedure [09.02.99.C0.01 University Name and Indicia Usage](#)

University Procedure [09.02.99.C0.03 Commercial Filming, Videotaping, and Photography](#)

University Procedure [61.99.99.C2.01 Web Procedure](#)

University Procedure [61.99.99.C3.01 Marketing and External Communications](#)

Contact Office

Contact for clarification and interpretation: Department of Marketing & Communications
(361) 825-3020