

**ADMINISTRATIVE PROCEDURES**

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| **70.04 Use of TFS Name and Logos** | **Issued: August 28, 2019** |

1. GOVERNING REGULATIONS

The procedure is governed by [System Policy 09.02](http://policies.tamus.edu/09-02.pdf), Use of System Names and Indicia, and [TFS Rule 07.03.01.F1](http://tfsfinance.tamu.edu/modules/finance/admin/rules/070301F1%20Political%20Campaign%20Events.docx), Political Campaign Events on Texas A&M Forest Service Property.

1. PURPOSE

The purpose of this procedure is to protect the agency’s reputation, name and image by permitting only appropriate uses of the Texas A&M Forest Service (TFS) name and logos.

1. GENERAL REQUIREMENTS AND LIMITATIONS

TFS prohibits the use of its name or logos without express written approval. This includes the name or logo for any TFS programs. Any approved use is subject to the provisions of these procedures.

3.1 The TFS name and agency logo design is approved by A&M System. The design of TFS program or activity logos is approved by the Communications Manager.

3.2 Only an authorized vendor may produce merchandise bearing the TFS name or logos.

3.3 Private companies or individuals creating merchandise with the TFS name or logos may only sell those products to TFS. TFS does not license companies or individuals to create merchandise with the TFS name or logos for sale to the general public.

3.4 Private companies or individuals may not use the TFS name or logos for purposes of advertising or promoting their business, products or services.

3.5 Cooperators working with TFS on joint programs or activities must obtain written permission from TFS prior to using the TFS name or logos on any promotional items or other distributed materials.

3.6 Acceptable appearance and usage criteria are defined in the [TFS Logo & Style Guidelines](https://tfsweb.tamu.edu/content/article.aspx?id=20012).

3.7 The TFS name and logos may not be used in connection with political candidates or with political activities, endorsements or elections.

3.8 Merchandise bearing the TFS name or logos and produced by non-authorized vendors may be considered infringing and subject to all available legal remedies.

3.9 For additional guidance regarding acceptable or inappropriate uses of TFS name or logos, contact the Communications Manager.

1. PROCEDURES

4.1 Departments may use the TFS name and logos for official business only. The use of agency logos will need to comply with the [TFS Logo & Style Guidelines](https://tfsweb.tamu.edu/content/article.aspx?id=20012).

4.2 Departments seeking to design or create program logos must submit the design through their associate director to the Communications Manager for approval.

4.3 Departments seeking to use the TFS name or logos in official agency publications must obtain approval from the Communications Manager.

4.4 Cooperators or other third parties seeking to use the TFS name or logos in a publication must obtain prior written approval from the Communications Manager. This approval will be documented using the [Request for Authorization to Use TFS Name and/or Logos](http://tfsfinance.tamu.edu/modules/finance/admin/procedures/Request%20for%20Authorization%20to%20Use%20TFS%20Name%20or%20Logo.docx) form.

4.5 Departments needing to purchase products that bear the TFS name or logo for official agency business must use an authorized vendor. Current authorized vendors are as follows:

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| **Product** | **Authorized Vendor** |
| Business Cards, Envelopes, Letterhead Stationary | TAMU Print Acquisition  (Service provided by Alpha Graphics) |
| Promotional Items | The Urban Circle  CC Creations  K&L Advertising Specialties |
| Uniform Apparel – Business Casual | K&L Advertising Specialties |
| Uniform Apparel – Standard | Human Technologies Corporation |

The authorized vendors have been provided with the approved specifications and artwork for the TFS name and logos.

4.6 Any new design involving the TFS name or logo must be approved by the requesting department’s associate director and the Communications Manager, who will obtain A&M System approval as required. After final artwork approval is given, the authorized vendor may produce the merchandise.

4.7 Departments needing to purchase clothing items that bear the TFS Name or logos must adhere to [Administrative Procedure 30.08 Uniform Program](http://tfsfinance.tamu.edu/modules/finance/admin/admin_procedures/3008%20Uniform%20Program.pdf).

4.8 Staff responsible for placing the TFS name and logo on agency vehicles must adhere to the [TFS Vehicle Decals, Lettering and Numbering](http://tfsfinance.tamu.edu/modules/finance/admin/guidelines/Vehicle%20Decals.pdf) guideline.

4.9 The TFS name and logo on agency videos must adhere to the TFS Branding and Credit Screen Standards contained in the TFS [Video Production Guidelines](file:///Q:\guidelines\Video%20Production%20Guidelines.docx).

CONTACT: [Communications Manager](mailto:lmoon@tfs.tamu.edu), 979-458-6614