



Administrative Procedure

Number:	004
Effective:	7/13/83
Supercedes:	
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Subject: UNIVERSITY NAME, LOGO, SEAL, AND LANDMARK SYMBOLS

1.0. PURPOSE:

To establish the policy governing the use of the University name, logo, seal and landmark symbols; The California State University system identification; and departmental or organizational symbols or logos.

2.0. ORGANIZATIONS AFFECTED:

All departments and organizations officially related to and recognized by the University.

3.0. REFERENCES:

- 3.1. "Publications and Questionnaires", Faculty Handbook, p. 146.
- 3.2. Cal State L.A. Publications Guide and Style Manual, Published by the Office of Public Affairs.

4.0. POLICY:

Use of the University name is a privilege reserved by law to agencies and organizations officially related to and recognized by the University. The approved uses of the University signature will be determined by the Office of the President. External organizations may use the University name only as outlined in the Cal State L.A. Administrative Procedure on endorsement and co-sponsorship of events.

5.0. DEFINITIONS:

- 5.1. University signature--The visual identification of the University which consists of the seal/logo/landmark symbols and the University name.
- 5.2. University seal--The outline of the State of California, with a sunburst indicating the location of the University within the City of Los Angeles. The open book in the seal symbolizes the educational purpose of the University, with the numerals indicating the date of founding.

Approved:

Date:

- 5.3. University Logo--A graphic symbol depicting a stylized representation of a “Golden Eagle,” the official University mascot.
 - 5.4. University Landmarks--Graphic symbols of the campus. The first University landmark in approved use is a drawing of the John F. Kennedy Memorial Library.
 - 5.5. Official University Documents--Those formal documents or publications approved by the President, or designee, as documents to carry the University seal.
- 6.0. RESPONSIBILITIES:
- 6.1. The Office of Public Affairs will:
 - 6.1.1. Develop for Presidential review and approval the proposed design and stylistic specifications related to the use of the University signature and The California State University system identification.
 - 6.1.2 Review all uses of the University signature and departmental or organizational symbols and logos for their consistency with the approved policy specifications.
 - 6.2. School Deans and Department or Division Heads planning a publication, sign, or advertisement will consult the Cal State L.A. Publications Guide and Style Manual or with the Office of Public Affairs for approved uses of the University signature.
- 7.0. PROCEDURES:
- 7.1. The University seal and “California State University, Los Angeles” will be used on official University documents.
 - 7.1.1. Use of the official letterhead stationery is authorized for official State business only. Correspondence by auxiliary or student organizations which cannot be classified as official State business must be conducted on letterhead stationery of their own design.

7.1.2. Business cards for the following officers will carry the University seal and will be printed at State expense: President; Vice President; Associate Vice President; Dean; Associate and Assistant Dean; Department Chair; Director; Coordinator; Officer; Chief or Manager with primary responsibility for the operation of University service programs; and other employees, provided that the request has the approval of the responsible administrative officer and can be justified on the basis of duties performed by the individual as an off-campus public contact representative of the University.

7.2. The University logo and landmark symbols will be used on other documents and publications as determined by the Office of Public Affairs and documented in the Publications Guide and Style Manual. Department symbols or logos may be used in proportionate relationships to the dominant University signature.

8.0. APPENDICES:

N/A.