**UNIVERSITY SEAL – FACT SHEET**

**www.fresnostate.edu/advancement/ucomm/brand/university-seal.html**

1. The official seal symbolizes formal authority vested in the university. The seal is a mark of authentication and institutional sanction.
2. The seal signifies the academic character of the university and is appropriately used in support of official university policies, decisions, ceremonies or other formal actions of the university as an academic institution.
3. The seal MAY be used on (but is not required on) the following:
* Office of the President – all uses
* University-level formal and official documents such as diplomas, academic awards and certificates, transcripts, resolutions and Commencement invitations
* University business cards
* Letterhead stationery for academic business functions (including but not limited to reports; grant applications; certificates; professional correspondence with academic societies, colleagues and publishers; and letters of reference).

Letterhead stationery with the seal must be obtained from the print shop; the seal cannot be used on electronic letterhead.

Exceptions: The Vice President for University Advancement or designee will review requests for exceptions.

1. To maintain its integrity and effectiveness, the seal MAY NOT be used for:
* Printed materials (except as listed above), merchandise or apparel, except as approved by the Vice President for University Advancement or designee.
* Informal, routine or promotional materials, e.g. posters, fliers
* Extracurricular activities
* Student organization materials

Exceptions: The Vice President for University Advancement or designee will review requests for exceptions.

1. The seal and the logo cannot be altered or modified in any way; new versions cannot be created.