

<p>Responsible Official (Title): Director of University Communications Responsible Office: University Communications Responsible Division: President / Division of University Advancement</p>
--

Use of University Name

1. Policy Statement

The official name of the University is California State University, Fresno and the informal name is Fresno State. Any abbreviations such as CSU Fresno, CSUF, Cal State, FSU and others should no longer be used.

The Brand and Graphics Standards Manual will give more specific definition of this guideline.

2. Authority

University President.

3. Scope/Applicability

This policy applies to all departments and units of the University and all members of the University community.

4. Exclusions – N/A

5. Supersedes - N/A

6. Definitions - N/A

7. Policy Procedures – N/A

8. Related Policies, Procedures, Information, Forms

8.1. Brand and Graphics Standards Manual

9. Contact Information

If you have any questions regarding this guideline, please contact University Communications at 559.278.2795.

10. Key Search Words – Policy, university name, brand

11. History/Revision Dates:

Approved by University President:	April 2000
Approved by University President as recommended by the Integrated Marketing Communications Report & Roadmap:	June 2012
Format Updates:	March 2015
Reaffirmed / Minor Revision	July 2017

12. Next Evaluation Date: March 2022