
Sent: Monday, July 08, 2013 8:45 AM
To: ADMIN-MEMOS@LISTSERV.UGA.EDU
Subject: Proper use of UGA trademarks in outdoor advertising

TO: Vice Presidents, Deans, Department Heads and Directors
FROM: Chip Stewart, Director of Foundation and Marketing Support
RE: Proper use of UGA trademarks in outdoor advertising

As the University of Georgia continues to grow and more schools, campus organizations and other affiliated entities seek to promote their respective brands, it is important to remember that a continuity of presentation when using the university's registered trademarks is essential.

While there has been significant progress made in the last couple of years with regard to use of UGA registered marks in the general branding and creation of trademark-bearing merchandise, there are issues in certain public outreach efforts where trademarks are being used without approval.

At least two billboard campaigns, by entities outside of the University of Georgia, were recently brought to our attention. In both cases, UGA trademarks were being used without permission and we are addressing those matters with the appropriate parties. These are just the recent examples. There have been others and some have involved organizations affiliated with the University of Georgia.

These latest instances prompt me to remind you that all proposed uses of UGA registered trademarks must be submitted for review prior to materials being created. This is not to single anyone out, as generally, logo compliance has improved noticeably and a large majority of the campus community is cognizant of, and careful to, follow the guidelines. It just needs to be reinforced that, with fall outdoor campaigns gearing up, the artwork for billboards and other advertising should be submitted through the same approval process one would apply for use of UGA marks on clothing and hard goods.

Advance approval protects you and assures that the valuable trademarks of the University of Georgia are properly displayed. You may find it helpful to review the university's [policies and procedures relative to the use of trademarks](#).

Should you have any questions, please feel free to call me (706) 542-4583 or send an email to chips@uga.edu. I will happy to work with you to make sure your trademark usage is compliant with university guidelines and to provide the necessary approval for you to proceed.

##

Administrative Memos are coordinated through the Office of the Senior Vice President for Academic Affairs and Provost. For more information, contact Sam Fahmy at sfahmy@uga.edu.