



University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

BOARD OF REGENTS

14. PROPERTY AND FACILITIES

Policy 14.B: Use of University's Name and Marks in Advertising and Marketing by External Entities

~~Consenting to~~ The use of the university's name and marks in advertising and marketing involving explicit product endorsement ~~is prohibited, and the use of the university's name in advertising not involving product endorsement is.~~ The president has the authority, which may be delegated, to approve all other uses of the university's name and/or marks in advertising or marketing by external entities permitted only with the express written approval of the president or his designated representative. The president or the president's delegate shall adopt guidelines to govern appropriate use of the university's name and marks in advertising and marketing by external entities.

History:

- Adopted March 27, 1970; revised May 5, 2009.
- Last revised May 5, 2009.