



LP 1.6

Effective:
9/13/2022

Revised:
11/24/2025

Policy Owner:
Board of Trustees

Policy Administrator:
Marketing &
Communications

Affected Parties:
Employees

Table of Contents:

- 1 Policy statement
- 2 Reason for policy
- 3 Scope and Audience
- 4 Definitions
- 5 Responsibilities and Procedures
- 6 Policy Revision History

Use of the University Seal

1 Policy Statement

- 1.1 The Lander University seal (“university seal”) is intended for official university use only. The university seal is the property of Lander University; its use is reserved only for the purposes outlined in this policy as authorized by the Board of Trustees or the university president.
- 1.2 The university seal may only be used for official university business and by the individuals authorized in this policy. Authorized examples include, but are not limited to:
 - Diplomas and programs for commencement and other formal occasions
 - Official documents and certificates produced by the Office of the President, Office of the Provost, and Office of Marketing and Communications
 - University policies approved by the Board of Trustees
 - Buildings and structures owned or leased by the university
 - Resolutions and certificates granting faculty, staff, and trustees the rank of emeritus/emerita
 - University awards to faculty and staff (e.g., Distinguished Professor, the Young Faculty Research Award, the Young Faculty Teaching Award, the Moore Award for Excellence in General Education Teaching, the Staff Excellence Award)
- 1.3 The university seal is distinct from the university logo. The university seal is not a communication mark for routinely identifying the university.

2 Reasons for Policy

- 2.1 The university seal is a registered trademark and a symbol of the identity of the university that is reserved for use on authorized documents or forms from the Board of Trustees or the university president. When authorized by the Board of Trustees or president, the university seal may also be utilized as a device for lending authenticity to documents which emanate from the university in its corporate capacity (e.g., certain communications, contracts, invoices with other institutions or governments).
- 2.2 It is important to the integrity of the university, and as a fiduciary matter, that the university seal only be used for permissible purposes by authorized university officials. This university policy therefore sets forth rules regarding the use and reproduction of the university seal and describes how authorization is conferred.

3 Scope & Audience

- 3.1 This university policy applies to all university employees, students, contractors, and volunteers.

4 Definitions

- 4.1 University seal: An official symbol of the identity of the university that is reserved for use on authorized documents or forms.

5 Responsibilities & Procedures

- 5.1 Use of the university seal
 - 5.1.1 The university seal is the property of Lander University, and its use is reserved for use on authorized documents, forms, or materials. See Section 1.2 for examples of authorized uses.
 - 5.1.2 Use or reproduction of the university seal is prohibited without prior approval from the Lander University Board of Trustees or the university president. The authority to use the university seal is vested in the Lander University Board of Trustees, with the Office of Marketing and Communications serving as custodian of the university seal and administering their use in accordance with the relevant university policy and procedures.
 - 5.1.3 Requests for use of the university seal must be directed to the Office of Marketing and Communications, with explicit prior approval for their use granted by the vice president for marketing and communications (or designee).

6 Policy Revision History

- Lander University Board of Trustees requested policy to govern use of the university seal on 3/15/2022.
- First draft of policy created by Policy Coordinator on 7/26/2022.
- Stakeholder review and provisional approval of policy on 7/27/2022.
- Reviewed by Board of Trustees Policy Committee on 8/1/2022.
- Approved by the Lander University Board of Trustees on 9/13/2022.
- Replaced all references to University Relations and Publications with Marketing and Communications on 11/24/2025.
- Reviewed by Board of Trustees Policy Committee on 12/1/2025.
- Removed references to logo in Sections 5.1.2 and 5.1.3 on 12/2/2025.
- Approved by the Board of Trustees on 12/17/2025.