



Title: Use of University Name or Logo Policy	Policy Category: Communications & Marketing
Issuing Authority: Communications & Marketing	Responsibility: Communications & Marketing
Publication Date: 11/14/2022	Next Review Date: 11/14/2025

Printed copies are for reference only. Please refer to the electronic copy for the latest version.

Policy Statement/Background:

None

Policy:

Stony Brook University reserves the right to authorize use of its names and logos on all products, announcements, advertisements, publications, reports, signage, and digital communications, including social media. All Stony Brook departments, centers and academic units are required to follow consistent university branding guidelines and may not create additional logos. Branding guidelines, including approved logos, are maintained by the Office Marketing and Communications. Furthermore:

- The University name or logo may not be used for commercial, personal, or political gain.
- Faculty, staff and students are requested to seek advice and consent from their respective vice president, dean or director when use of the university name or logo is questionable. The Vice President for Marketing and Communications (or designee) will make final decisions on these matters when necessary.
- Under no circumstances should the University logo be incorporated into a symbol of another logo or mark.
- Improper use of the University name or logo should be reported to the Vice President for Marketing and Communications.

Definitions:

None

Contact:

Additional information about this policy is available here:

Office of Marketing & Communications

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Relevant Standards, Codes, Rules, Regulations, Statutes and Policies:

- [Stony Brook University Brand Information](#)