

**POLICY & PROCEDURES MANUAL**

**WAYLAND BAPTIST UNIVERSITY**

**Classification Number: 7.4.1**

**Reviewed: August 14, 2017**

**SUBJECT: UNIVERSITY IDENTIFICATION GUIDELINES**

All printed or manufactured items prepared by, or for, the university must contain appropriate identification that conforms to the following guidelines. Any departures from these guidelines must be approved in advance through the director of public relations and communications.

**Identifying University Items** - All printed items for external use prepared by or for, the university must carry identification:

1. The university seal may be used as stipulated below.
2. The university logos may be used as stipulated below.
3. Where size limitations prevent the use of either the seal or the logos, the full name of the university should appear: Wayland Baptist University in Serif typeface.

No other insignia, emblem, or device may be used to represent the university without the prior approval of the director of public relations and communications.

**Use of University Seal 379**

