



UNIVERSITY OF CALIFORNIA MERCED
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UCM DA 152

APRIL 26, 2018

VICE CHANCELLOR AND CHIEF EXTERNAL RELATIONS OFFICER

RE: Delegation of Authority (DA) – Authority to Permit Use of the University’s Name and Unofficial Seal

On May 3, 1985, the President delegated the following authority to Chancellors within their areas of jurisdiction and with appropriate restrictions:

- Permit use of campus name (e.g., University of California, Merced, UC Merced, etc.), or any other name of which said designations or abbreviations are a part. (Presidential DA 0864 Attached)
- Permit use of the unofficial seal as a symbol of the University for any official purpose or in connection with alumni, student, or public projects. (Presidential DA 0865 Attached)

Effective immediately, as Chancellor and pursuant to the authority delegated to me, I delegate the following authority to you as Chief External Relations Officer:

- Exclusive control over approval of commercial use of campus name, initials, logo, mascot, unofficial seal, or other designation. You shall review and approve any planned commercial use of the name and/or unofficial seal on printed materials or products to ensure consistency in product quality, compliance with campus brand standards, and use is in the best interests of the campus. The following restrictions are in accordance with Presidential DAs and policy:
 - Requests for manufacture and distribution of all commercial products bearing the name and/or unofficial seal of the campus are solely authorized through the campus bookstore only after your review and approval of planned use.
 - Approval shall not be given for advertising listing the University as a user of any product, service, or as the source of research information on which a commercial

program or publication is based, except if clearly regarded as being in the best interests of the University.

- Chancellors on other campuses shall be consulted when a decision to permit use of the University's name on one campus would make it difficult to deny a similar request on another (e.g., a request from another chapter or affiliate of the same organization or group).
- Permission may be withdrawn at any time you determine that further usage will not be in the best interests of the University, or that there has been a failure to adhere to the basis on which the request to use the name or abbreviation was originally submitted and approved.
- Source of Authority: [Presidential DA 0864](#) and [0865](#)
- This authority may be re-delegated by you.

This is a new Delegation.

Dorothy Leland
Chancellor

cc: Director of Policy and Accountability, Sheryl Ireland