



Logo/Brand Usage Approval Form

This Logo/Brand Usage Approval Form is required for all University of Louisiana Monroe divisions, colleges, departments and student organizations using the university's official logos, wordmarks, name, or brand identity, for promotional items, marketing materials, brochures, posters, banners, uniforms, signage (fixed or digital), departmental websites/pages, or any other external or publicly distributed/visible displays. If any logo or brand reference to the University of Louisiana Monroe is used, this approval form must be completed and signed by the Office of Marketing and Communications, prior to submitting requests to the Purchasing Office, and follow all state and university procurement policies.

Prior to purchase of any items branded with the University of Louisiana Monroe logos or references (regardless of cost or quantity), please provide the requested information below and submit to the Office of Marketing and Communications (opi@ulm.edu), for approval and signature. Upon approval, normal purchasing procedures are to be followed, accompanied by this completed and approved form.

Department/Unit Requesting Approval: _____

Contact Person: _____ Phone/Email: _____

Funding Source/Budget: _____

Description of Product/Item: _____

Purpose of Product/Item and Audience: _____

Artwork **MUST** be submitted with this form.

Note: Please allow 48 hours for the Office of Marketing and Communications decision/feedback. Any changes to the artwork following date of approval must be resubmitted. If you have any questions or if the Office of Marketing and Communications can be of assistance, please feel free to contact us at 318.342.5440 or opi@ulm.edu.

ADMINISTRATIVE USE ONLY

☐ Artwork Approved

☐ Artwork Not Approved

Reason: _____

Office of Marketing and Communications Signature: _____ Date: _____