From time to time, businesses/organizations/individuals request to use the TCU identity (logo, name or images on products or at events). In order for groups to obtain written permission, the below process must be followed.

1. Groups should submit a request in writing to l.albert@tcu.edu outlining the details of the request. The request should include what identity is being requested (names, logo, images, etc), the dates the requested identity will be used, how and where the identity will be used and the audience that will be able to view the identity. ****

2. The written request will be reviewed by the Director of Communications and/or the Vice Chancellor for Marketing & Communications. The request will either be approved or shared with other key people on campus for approval depending on the nature of the request.

3. Once approved, the form will be submitted to Risk Management and Contract departments for their files.

4. A final copy of approved forms will be retained in the Director of Communications’ office.

**TCU will not allow:**

1. Use of the identity with the names of businesses, organizations or groups not affiliated with TCU.

2. Long-term use of the identity (limited to no more than 1 year – excluding licensing or sponsorships).

3. Use of the identity to promote products unless a licensed agreement exists. (TCU reserves the right to deny licensed use of its identity on any product).

****Information to include in written request:

1. Name of group making request
2. Identity requested (logo, name, images)
3. Date request is submitted
4. Time frame identity will be used
5. How the identity will be used
6. Where the identity will be seen
7. Who will be able to view the identity
8. Does requestor have a formal relationship with TCU or is TCU a client of a vendor requesting use of its identity? If so, please describe
9. Any additional information that may be pertinent