
**California State University Maritime Academy
California Maritime Academy Foundation, Inc.**

VOLUME: Policy
NUMBER: UA-05-001

TITLE: Use of Academy's Name or Seal
DIVISION: University Advancement
DEPARTMENT: University Wide

- I. Purpose
 - A. The purpose of this policy is to establish guidelines for the use of the California State University Maritime Academy (CSUM) name and seal.

- II. Scope
 - A. This policy applies to all administrators, faculty, students and other stakeholders including external organizations.

- III. Accountability
 - A. All uses of the CSUM official seal, symbol or letterhead in decals, posters, programs, Publications or signs must be cleared through the Director of Public Affairs and Communications (PAC).

- IV. Policy
 - A. Use of the CSUM name is a privilege reserved by law to agencies or organizations officially related to and recognized by the Academy.
 - B. The CSUM name may be used by external organizations only by written permission of the Vice President for University Advancement.
 - C. Such use will be limited to organizations clearly related to the Academy and having purposes and operating procedures compatible with those of the Academy.
 - D. For purposes of this section "Academy name" means "The California State University Maritime Academy" as well as any generally recognized abbreviation or short form of the Academy name including, but not limited to, "Cal Maritime" "CSUM", etc.
 - E. Also refer to policy # TBD on Graphic Identity Standards.

HISTORY: NOVEMBER 2011
REVISION: MARCH 2012