



TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

Operating Policy and Procedure

HSC OP: 01.04, Use of Institutional Names for Private Business Purposes

PURPOSE: The purpose of this Health Sciences Center Operating Policy and Procedure (HSC OP) is to state the prohibition on the use of the institution's names for private business purposes.

REVIEW: This HSC OP will be reviewed on November 1 every four years (E4Y) by the Vice Chancellor and General Counsel, with recommendations for revisions forwarded to the President by November 15.

POLICY/PROCEDURE:

Words, seals, logos, and symbols used to identify Texas Tech University Health Sciences Center, including, but not limited to, the campuses at Amarillo, Odessa, Midland, Abilene or Dallas, or entities thereof, may not be used for private business purposes, without the specific written approval recommended by the appropriate dean or vice president, reviewed by the Vice Chancellor and General Counsel, and approved by the President. Agreements will only be considered for activities in which TTUHSC has an appropriate teaching, research, or public service interest and when TTUHSC receives proper consideration.

The following is a partial list of the prohibited uses for private business purposes of TTUHSC's name, symbols, logos, or seals:

1. Stationery
2. Advertising
3. Brochures
4. Mailing addresses

For additional information, refer to HSC OP 67.04, Use of TTUHSC Name for Individual and Private Business Purposes and Licensing: Use of Indicia, Logo and Symbols; and [HSC OP 67.01](#), Publication Guidelines.