Arkansas State University does not permit the use of its name in any announcement, advertisement, publication, or report if such use in any way implies institutional endorsement of any product or service. Any firm or its advertising agency requesting the use of pictures or facilities of the institution for sale or advertising purposes, or requesting the use of any copy relating to such pictures or facilities, should be referred to the Director of Marketing and Communications.

The Director of Marketing and Communications, in consultation with the Vice Chancellor for University Advancement and ASU Legal Counsel, is responsible for determining whether the institution’s name may be used in conjunction with the particular project or service. Requests for such use may be referred to the Chancellor, or others, as appropriate.

Note: The foregoing operating statement refers primarily to internal use of the University name or insignia. Requests by external individuals, agencies or organizations for permission to reproduce university insignia on items intended for sale or distribution should be made to the Director of Broadcast, Licensing & New Media, PO Box 1000, State University, AR 72467, (870) 972-2682.

Revised 06/30/13.