


Category	Public Disclosure	Policy Number	UNI-PUB-201	 جامعة زايد ZAYED UNIVERSITY
Distribution	External	Version	4.1	
Responsible Office	Vice-President	Policy Owner	GCD	
Date Approved	20 February 2024	Effective Date	20 February 2024	
Date Last Reviewed	1 February 2024	Due Date for Next Review	20 February 2027	

POLICY

Use of Zayed University Name/Logo

- 1. Purpose**
This policy outlines the principles for using the Zayed University (“**University**”) name and logo.

- 2. Application**
This policy applies to use of the University name and logo by University faculty, staff, and students.

- 3. Policy**
 - 3.1** University faculty and staff are encouraged to use the University letterhead and the University name/logo in identifying their affiliation in scholarly and research activities and in conducting official University business.

 - 3.2** University faculty, staff, and students may not use the University name/logo or letterhead and may not imply University endorsement when engaged in private activities, personal business, or public advocacy.

 - 3.3** Correct usage of the University logo and logotype font is detailed in the Brand Guidelines, which are available from the Government Communications Department (“**GCD**”).

 - 3.4** The Director of the GCD is responsible for approval of logo use under the terms of this policy.

 - 3.5** This policy must be upheld in all print and digital usage.

 - 3.6** The design of college or unit logos should be consistent with the University Brand Guidelines, which is available from the GCD. New logos for colleges, units, centers, or events that alter the primary University identity must be coordinated with GCD.

4. Related Policies and Laws

- UNI-PUB-101 University Website, Publications, and Printed Materials
- UNI-PUB-202 University Letterhead
- UNI-PUB-203 University Business Cards
- UNI-PUB-204 University Gift Items

5. Administration

This policy is administered by the Government Communications Department.

6. Revision History

Date	Revision
20 February 2024	Approved by the Vice-President.
1 February 2024	Non-substantive change: <ul style="list-style-type: none">• Changed the name of the standards manual to Brand Guidelines.
1 March 2023	Administrative changes: <ul style="list-style-type: none">• Updated the information header and related policy numbers.• Updated the policy number from UNI-GOV-01 to UNI-PUB-201.
4 October 2020	President's Decree issued (PD #90 of 2020).
30 September 2020	Approved by the University Council.
21 September 2020	Endorsed by the Academic Council.
14 September 2020	Endorsed by the Deans' and Provost's Councils.
10 September 2020	Policy reviewed and updated by including the maintenance of Brand Consistency. Added Internal Distribution. Added Purpose and Related Policies sections.
22 December 2019	Updated the policy group, number, responsible office, Government Communications Department name, and administration.
27 March 2012	Revised policy approved.
13 March 2010	Revised policy approved.
1 October 2000	Policy approved.