

# OLD DOMINION UNIVERSITY

## University Policy

**Policy #2010**

**USE OF THE UNIVERSITY BRAND FOR COMMUNICATIONS AND MARKETING**

**Responsible Oversight Executive:** Provost and Vice President for Academic Affairs

**Date of Current Revision or Creation:** October 1, 2020

**A. PURPOSE**

**B. AUTHORITY**

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**C. DEFINITIONS**

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**POLICY HISTORY**

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**Policy Formulation Committee (PFC) & Responsible Officer Approval to Proceed:**

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Responsible Officer	Date

**Policy Review Committee (PRC) Approval to Proceed:**

<u>/s/ Donna W. Meeks</u>	<u>September 24, 2019</u>
Chair, Policy Review Committee (PRC)	Date

**Executive Policy Review Committee (EPRC) Approval to Proceed:**

_____	_____
Responsible Oversight Executive	Date

**University Counsel Approval to Proceed:**

_____	_____
University Counsel	Date

**Presidential Approval:**

<u>/s/ John R. Broderick</u>	<u>October 1, 2020</u>
President	Date

**Policy Revision Dates:** December 1, 1988; August 26, 2008; July 11, 2011; October 1, 2020

**Scheduled Review Date:** October 1, 2025