



TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER EL PASO

Operating Policy and Procedure

HSCEPOP: 01.04, **Use of Institutional Names for Private Business Purposes**

PURPOSE: The purpose of this Texas Tech University Health Sciences Center at El Paso (TTUHSC EP) Operating Policy and Procedure (HSCEP OP) is to state the prohibition on the use of the institution's names for private business purposes.

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

POLICY/PROCEDURE:

Words, seals, logos, and symbols used to identify Texas Tech University Health Sciences Center El Paso, 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 Chief Operating Officer, and President. Agreements will only be considered for activities in which TTUHSCEP has an appropriate teaching, research, or public service interest and when TTUHSCEP receives proper consideration.

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

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

For additional information, refer to [HSCEP OP 54.03](#), Use of TTUHSCEP Name for Private Business Purposes and Licensing: Use of Indicia, Logographics and Symbols; and [HSCEP OP 67.01](#), Publication Guidelines.