

UCF-1.011 Official Seal and Name of the University.

(1) The University of Central Florida claims exclusive rights to its name and to the University seal. Authorization for any party to use the name or seal may be granted by the University General Counsel or the Director of University Marketing, whose authorization must be in writing. The Director of University Marketing will establish and maintain graphic standards guidelines and policies.

(2) The seal consists of the head and hoof of the horse Pegasus in right profile on a black circular background, the words “REACH FOR THE STARS” written along the arch of the neck, with flowing wings covering the left side of the design and a four pointed star near the top of the background, all being circumscribed with the words “UNIVERSITY OF CENTRAL FLORIDA 1963”. The colors of the seal are black and gold, but it may be reproduced in other colors with the specific written permission of the Director of University Marketing.

(3) The University reserves the right to license on a nonexclusive basis other persons to use the University’s name and seal upon payment of a negotiated license fee.

Authority: BOG Regulation 1.001. History–New 10-8-75, Amended 11-27-80, Formerly 6C7-1.11; Amended 3-16-03; Formerly 6C7-1.011; Amended 2-23-09.