



TEXAS TECH UNIVERSITY  
HEALTH SCIENCES CENTER..

Veterans Resource Center

## **Guidelines on the Use of Department of Defense Seals, Logos, Insignia, and Service Medals**

### **Internal Policy 01.03**

**PURPOSE:** The purpose of this Texas Tech University Health Sciences Center (TTUHSC) Veterans Resource Center (VRC) policy is to ensure awareness of requirements concerning the use of DoD Seals and the institution refrains from unauthorized use of DOD seals, logos, insignia, and service medals.

**REVIEW:** The policy will be reviewed by May 1 of each year by the Director of the Veterans Resource Center and the Assistant Provost for Student Affairs by May 15<sup>th</sup>.

### **POLICY/PROCEDURE**

#### **1. Policy.**

Per DoDI 1322.25, Voluntary Education Programs, paragraph 1.c.(1)(b), "all educational institutions providing education programs through the DoD Tuition Assistance (TA) Program will not use unfair, deceptive, and abusive recruiting practices."

- a. DoD and Military Service marks are protected by law from unauthorized use. The Lanham Act, also referred to as the Trademark Act, dates back to 1946. Other trademark licensing laws and regulations, such as 10 U.S.C 2260 and 32 CFR 507.10, exist that give the DoD, each Military Service, and other DoD components authorization to protect, retain intellectual property licensing fees, and license their names, insignia, seals, symbols, phrases, or similar identifiers.
- b. Institutional marketing content may not contain unauthorized DoD or Military insignias, logos, and/or uniforms (including rank and/or Service), which could be inferred as a DoD endorsement of the institution.

#### **2. Procedure.**

- a. Individuals responsible for the creation of website, social media, and other marketing and communications content shall refer to the DoD Trademark Licensing Guide, <https://www.defense.gov/Resources/Trademarks/DOD-Trademark-Licensing-Guide/>.
- b. Each Military Service has a Trademark Licensing Program Office managing its many trademarks, graphics and word marks. Prior written permission is required before these protected marks may be used. Consult the appropriate Military Service Trademark Licensing Office, <https://www.defense.gov/Resources/Trademarks/Trademarks/> for a written determination regarding the use of Military-specific materials.