POLICY & OBJECTIVES

The Board of Regents adopted the Regents Seal in 1939 as the corporate seal of the University of Minnesota. The Latin motto *omnibus artibus commune vinculum* means “a common bond for all the arts.” The lamp represents the metaphysical sciences, the telescope the physical sciences, the plow the industrial arts, and the palette and brushes the fine arts.

Unlike the wordmark or the block M, the Regents Seal is not a graphic identifier available for common use in publications. The seal represents the Regents of the University of Minnesota; its presence on University publications, documents and certificates implies board approval or authority. As with all University trademarks, the power and authority of the seal is only maintained through proper use and optimal display. As such, Administrative Policy: *Brand Policy: Trademarks, Logos, Colors, and Seal* authorizes its use only as outlined in Board policy.

Board of Regents Policy: *Founding Date, Corporate Name and Seal, and University Marks*, Section III indicates, “Standards regarding use and reproduction of the seal are available from the corporate secretary of the University.” The objective of this policy is to ensure that the seal is used appropriately and consistently, and that the integrity of the mark is adequately protected and maintained. To comply with Board policy and meet this objective, the Office of the Board of Regents has established standards governing the official and unofficial use and reproduction of the seal.

OFFICIAL USE

As stated in Board of Regents Policy: *Founding Date, Corporate Name and Seal, and University Marks*, Section III, “The embossed seal is the corporate mark of identification signifying authenticity of contracts, agreements, and other documents executed in the name of the corporation, and its use is limited to that purpose. The instrument of the seal and any replicas will be in the custody of the secretary of the corporation.” University employees at the director level or above may request use of the official seal through the Office of the Board of Regents.

UNOFFICIAL USE – INTERNAL CRITERIA

A reproduction of the corporate seal, while unofficial, may be used within the University for limited purposes. The seal is only appropriate for the highest awards of the University, for diplomas, for Regent or presidential invitations, and other uses as outlined below.

Awards and Certificates

The seal is reserved for University awards, honors, and citations that bear the signature of a Regent, the president or vice president, chancellor, or dean. The University's highest awards are outlined in Board of Regents Policy: *Awards, Honors, and Recognition*. Any other college or departmental citations or awards bearing the seal must be awarded by a process overseen by a vice president or dean and must be signed by that person.

Buildings and Public Spaces

The seal is displayed prominently in the Office of the Board of Regents in McNamara Alumni Center and the President’s Office in Morrill Hall. Facilities or monuments bearing the seal must have a unique and demonstrable connection to the Board of Regents or president, or recognize
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scholarly achievements that exemplify the academic character of the University. For example, the Regents Seal is featured on monuments honoring national and international award recipients along the Scholars Walk on the Twin Cities campus. Previously installed seals, or portions thereof, that are inconsistent with these standards should be removed when the opportunity presents itself during a remodel or renovation unless such removal would harm the historic character of the facility.

Commencement
The seal is appropriate for use in commencement programs or related publications that list graduates and the order of events. A digital or projected image of the seal may also be used on video boards or digital displays during commencement ceremonies.

Correspondence
The seal is displayed as a watermark on official University letterhead for all departments or units. The seal may not be added as an image or watermark to digital letterhead or other correspondence that does not bear the authority of the Regents or the President.

Invitations and Other Programs
The seal may be used on invitations and printed programs if a Regent, the president or a vice president will be present and participating in an official capacity. The University Senate maintains an invitation template for University award presentations, including: Outstanding Achievement Award, Honorary Degree, Award of Distinction, and Alumni Service Award.

Social Media
Use of the seal as a profile image or avatar on social media sites is prohibited.

Vehicles
The seal may not be used on vehicles.

Websites
The seal is reserved for use on the Board of Regents website or on the University website in connection with Regent business. Images of the seal must be approved by the Office of the Board of Regents prior to use on a website.

UNOFFICIAL USE – LICENSING CRITERIA

Through contracts administered by the University's trademarks licensing office, the Regents Seal may be used on products designed for commercial sale. Any use of the Regents Seal by a retail product manufacturer must be authorized by an official licensing contract. The Office of the Board of Regents reserves the right to approve any licensing agreements authorizing use of the seal.

The seal is intended only for use on prestigious gift items of the highest quality that would be used to recognize significant support of, service to, or affinity for the University. The seal may not be used on novelty items such as notebooks/folders, mugs, soft goods, patches, pens, and water bottles, etc.
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GRAPHIC STANDARDS

The Regents Seal should always be reproduced at a size that maintains the integrity of the mark and yields clean and legible lettering and art detail. The minimum size for the seal in most applications is .75 inches. A larger size should be used if the words within the insignia are illegible. There must be sufficient space around the logo to make it stand apart from other visual elements. The seal must be used whole, with no alterations. Elements of the design should never be rearranged. The seal may never be stretched or distorted. It may not be incorporated into another graphic design or element used as a digital watermark. Other seals and any round marks that may be easily mistaken for the Regents Seal are not approved for use on merchandise.

REQUESTING TO USE THE SEAL

University Relations maintains an approved version of the seal for unofficial use. Requests to use the seal should be directed to University Relations at 612-624-6868 or brand@umn.edu.

For requests not contemplated in these standards, final approval rests with the Office of the Board of Regents.