

# Louisiana Tech University Logo/Brand Usage Approval Form

This Logo/Brand Usage Approval Form is required for all Louisiana Tech divisions, colleges, departments and student organizations using the university's official logos, wordmarks, name, or brand identity, for promotional items, marketing materials, brochures, posters, banners, uniforms, signage (fixed or digital), departmental websites/pages, or any other external or publically distributed/visible displays. If any logo or brand reference to Louisiana Tech is used, this approval form must be completed and signed by the Department of University Communications, prior to submitting requests to the Purchasing Office, and follow all state (reference RS 43:111 for allowable expenditures for advertisements) and university procurement policies.

**Prior to purchase** of any items branded with the Louisiana Tech logos or references (regardless of cost or quantity), please provide the requested information below and submit to University Communications ([impact@latech.edu](mailto:impact@latech.edu), Campus Box #36), for approval and signature. Upon approval, normal purchasing procedures are to be followed, accompanied by this completed and approved form.

Department/Unit Requesting Approval: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone/Email: \_\_\_\_\_

Funding Source/Budget: \_\_\_\_\_

Description of Product/Item: \_\_\_\_\_

Purpose of Product/Item and Audience: \_\_\_\_\_

**Artwork:** Artwork must be submitted with this form.

**Note: Please allow 48 hours for University Communication decision/feedback. Any changes to the artwork following date of approval must be resubmitted.** If you have any questions or University Communications can be of assistance, please feel free to contact us at 318-257-4854 or [impact@latech.edu](mailto:impact@latech.edu).

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### Administrative Use Only

Artwork Approved:      Approved       Not Approved

Reason: \_\_\_\_\_

University Communication Signature: \_\_\_\_\_

Date: \_\_\_\_\_