



other uses

NON-PUBLICATION USE

In establishing a consistent and distinctive image for the University, the guidelines presented in this manual apply not only to the printed collateral, but also to the many ways Howard appears visually throughout the campus and surrounding area. This includes all signage, posters, University flags, vehicles and campus placards.

Signage, Banners

Indoor and outdoor signage is a necessary part of daily operations that can either enhance or detract from the University's image. All signage should be upgraded to follow our graphic standards and provide more comprehensive information for campus visitors. As replacements are needed, all signage should use Howard University's Clock Tower logo.

For more signage information and referrals, please contact the Graphics and Printing Department at (202) 806-1200.

Vehicles

Not all University vehicles are required to be marked. When they are, standard marking uses either the Howard University Clock Tower logo or the primary Howard University institutional signature on both front doors and other wording as needed. The University Seal may not be applied to any vehicle.

For more information on vehicular marking, please contact the Office of the Vice President for Administration at (202) 806-1102.

Apparel and Specialty items

Use of the University's trademarks on T-shirts, baseball caps, bumper stickers and other specialty items is prohibited without prior approval by the Office of Trademark Licensing and Vending.

For more information regarding approval or guidelines, see the "Trademark and Licensing" section or contact the Office of Trademark Licensing and Vending at (202) 806-2414.

Web site

The vision of the Howard University Web site is to support the core teaching/learning, research and service activities of the University. Through the Web we seek to stimulate interest in the University and project the most highly valued attributes of the University to the global community.

Each school, department, administrative office or other campus-related entity that desires a Web page connected to the Howard.edu domain must follow all policies outlined by the Howard University Web center and abide by all procedures and user responsibilities.

If you have a question or concern regarding the University's Web site, its policies and usage, log on to www.howard.edu/webcenter/ and www.howard.edu/webcenter/policy/wwwpolicy2001-09-24.htm.