PRINTING & ENGRAVING GUIDANCE—when is UCO approval needed?

Are you using the CMU Name or Logo?*

*For more information on what constitutes CMU’s name or logo, please see: http://www.cmu.edu/marcom/brand-guidelines/wordmarks-colors-type.html

NO

YES

Are Agency Funds** (Student Organization) being used?

NO

YES

Are you (the Buyer) seeing a proof?

NO

UCO review needed

YES

Contact Trademark Office for guidance

NO

UCO review needed—submit printing/engraving request to UCO for review

Is the Printer/Engraver on the CMU Trademark Website? http://www.cmu.edu/trademark/suppliers/supplier-list.html

NO

Contact Trademark Office for guidance

YES

Are you (the Buyer) seeing a proof?

NO

UCO review needed

YES

Is the Printer/Engraver online?

NO

UCO review needed

YES

Is the online Printer/Engraver on the CMU Trademark Website?

NO

UCO review / contract needed

NO

UCO reviews T&C only (no contract needed)

**In the Oracle financial system, agency accounts (funds) are included in general ledger strings ending in 95 or 96.

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