





Use of University Image or Endorsement



The Conflict of Interest Program, in partnership with the Office of Communication and Marketing, is supplying this document as guidance on the use of University of Louisville credential information and images without prior approval from the university.

Use of Images in any print or electronic materials used by non-UofL entities

-  Permitted: Photographs or images of a UofL building that could be taken from a public street (photo cannot indicate association with the university).
-  Permitted: Personal photographs of faculty or staff not displaying identifiable UofL logo or trademark.
-  Prohibited: Photographs or images of inside a UofL building, facility or lab.
-  Prohibited: Photographs or images of faculty wearing clothing or accessories with identifiable UofL Logo or trademark.

Policy reference: Section 1.1.1 of *Addressing Potential Conflicts of Interest Policy*
Please note that each situation is circumstantial and there may be exceptions.
Contact the Office of Communications and Marketing for clarification.

Endorsement – related to UofL affiliation

-  Permitted: statements of factual information.
Example: Website states: “The University of Louisville buys our product.”
-  Prohibited: the use of the university’s name or trademark in any way that may imply a relationship with UofL or endorsement of a product by the university.
Example: Website of device company states: “Dr. John Doe, University of Louisville Cardiologist, recommends this product above other products...”

Policy reference: Section 1.1.10 of *Addressing Potential Conflicts of Interest Policy*

The related policies on these topics are available in the UofL Policy and Procedure Library under “Addressing Potential Conflicts of Interest Policy” and “Brand Policy “ and also available on the office websites: <http://louisville.edu/conflictinterest/policies> and <http://louisville.edu/brand/> . For additional information on endorsement, the use of UofL images, credentials, or branding, please contact the Office of Communication and Marketing at 852-6171 (main), 852-2647 (HSC), or cmoffice@louisville.edu.