# Policy No.: 7400 Rev.: 1

# Effective: November 2018

# Previous Revision: N/A

**Policy Title: Referring to the**

**University of New Haven**

**Responsible Office:** Marketing & Communications

**Responsible Official:** Vice President of Marketing & Communications

**Policy Sections**

7400.1……………………………………………………………………………………..1

**Purpose and Scope**

As part of our ongoing effort to better define the brand of the University of New Haven, the Office of Marketing & Communications, in cooperation with a nationally recognized consulting firm, has conducted an intensive review of the University’s strengths, its reputation and its perceptions to the general public and in the higher education landscape.

We are taking steps to retire our use of “UNH” throughout our publications, both print and digital, and the website. The most recent University logo or wordmark was crafted to replace a “UNH” monogram. This was a critical first step, but internally on all emails and communications, in print, social media, and digital presentation, there are a lot of “UNHs” that have to be purged.

**Policy Sections**

**7400.1 Policy on Referring to the University of New Haven**

All first references to the University should use its entire name (the University of New Haven). Subsequent references can use “the University.” The last reference should repeat the full name.