**Written Request for Logo Exception to the University Marketing Brand Standards Committee**

If you believe your needs cannot be adequately represented by the UW logo, please fill out the exception form, and the University Marketing Brand Standards Committee will review your request and submit a recommendation to the President. Any unit applying for an exception must make a compelling argument.

Please allow four weeks for review and response.

**Name of Organization Requesting Approval for Logo Exception:**

**Date of Request:**

**Contact Person:**

**Phone Number:**

**Email Address:**

**Reason(s) the exception should be considered for approval:**

**Please attach a current logo to the email for review**

**THANK YOU FOR COMPLETING THE LOGO EXEMPTION REQUEST!**

*Please allow 4 weeks from the date of submission for a response from the University Marketing Brand Standards Committee. If an exception is approved, final logo will need to be created in cooperation with UW Institutional Marketing and approved by the committee. Any future rebranding will also need to be completed with UW Institutional Marketing.*