



Media Outreach for Industry Contracts

1. The UCSF name, logo and brand cannot be used to promote or endorse a for-profit organization or commercial product, per restrictions from the UC Board of Regents. However, UCSF Public Affairs office can announce collaborations and will work closely with industry partners to ensure that the Board of Regents' guidelines are met.
2. All requests for such announcements must be made to UCSF University Relations as early as possible and at least one month in advance of the expected announcement.
3. UCSF University Relations will lead any publicity of this agreement in collaboration with the company's communications office.
4. Quotes from the UCSF Chancellor and other top leadership will only be provided for releases issued by UCSF on significant partnerships that are a clear priority for the University.
5. UCSF logo and brand can only be used on releases written or approved in advance by UCSF University Relations.
6. If UCSF chooses not to announce this agreement, the company may announce it, with the following guidelines:
 - i. The UCSF Public Affairs office must be notified of any such releases at least two weeks in advance of the announcement
 - ii. All mentions of UCSF, its faculty or science, for purposes of media outreach or marketing must be reviewed by UCSF University Relations no less than one week in advance of its release.
 - iii. No quotes may be included from UCSF leadership
 - iv. UCSF reserves the right to refuse the use of the UCSF name in these announcements.