

Guidelines for Use of University Logos & Trademarks by Registered Student Organizations (RSO)

A. University Trademarks

The University of Connecticut has registered the following trademarks with the U.S. Patent & Trademark Office:

- UConn
- Connecticut
- University of Connecticut
- Huskies
- UConn Huskies
- WHUS
- Daily Campus
- Connecticut Huskies
- The Husky Dog Logo
- The University Seal
- The Oak Leaf Logo
- 'Students Today, Huskies Forever'
- Nutmeg
- Jonathan the Husky
- Basketball Capitol of the World

Only the University of Connecticut and entities that have registered with the University of Connecticut may use some of these trademarks in association with their organization or activities.

Generally, Registered Student Organizations (RSO) are not permitted to use marks from the University of Connecticut's trademark portfolio, including University name, word marks and logos, unless there is a clear association with their RSO.

Registered Student Organizations (RSO) must apply to obtain written approval for permission of use as defined in [Section C.II](#)

B. Restrictions for Use

Prior to an organization submitting for written approval for permission of use outlined in [Section C.II](#), an RSO must be mindful of the following restrictions.

- Use of Husky Dog Logo (old or new) is **not permitted**.
- Use of designs that try to mimic or create new husky dog designs is **not permitted**.
- Use of the Official University Seal is **not permitted**.
- Use of the University's name, work marks, and logos *without* a clear and direct association to the RSO is **not permitted**.
- Use of UConn wordmarks, the Oak Leaf, or Husky Pride logos *combined* with designs of RSO logos is **not permitted**.

C. Obtaining Approval & Permission for Use

An RSO wishing to use University logos must receive written approval prior to use or distribution in their organization's activities. The artwork/design will be reviewed by Brand Partnerships & Trademark Management.

I. Guidelines for RSO Design & Artwork

- a. Use of the following *may* be permitted, contingent upon written approval for permission of use granted to the RSO outlined in this section.
 - o Use of the following words *may* be permitted if it is determined their appearance is not too closely associated with any other wordmarks or logos from the University's brand portfolio. This determination is made by Brand Partnerships & Trademark Management.
 - University of Connecticut
 - UConn Huskies
 - UConn

Please note: The RSO's name **must** appropriately signal a relationship with the University when using these words.

- b. The Oak Leaf Logo *may* be permitted for use as a watermark or design element (not within a logo design), with written approval from Brand Partnerships & Trademark Management.
- c. RSOs *may* be permitted to create their own tertiary word marks with the written approval from Brand Partnerships & Trademark Management
 - o Examples:



- d. Apparel colors:

- a. When using the UConn wordmark, t-shirts and long sleeve t-shirts may be ordered in any color.
- b. When using the UConn wordmark on sweatshirts, polos, jackets, vests, or button-ups, apparel must be ordered in navy, black, grey, tan, or white.

Please note: RSOs are encouraged to reach out to Brand Partnerships & Trademark Management to request an official UConn wordmark unique to their specific organization. An RSO may do so by contacting Anna.Milot@uconn.edu or licensing@uconn.edu

II. Requesting Written Approval for Permission of Use

- a. An RSO seeking written approval for permission of use **must** meet the following:
 - i. RSO must be registered and in good standing with the Department of Student Activities, **and**
 - ii. Submit designs *at least* one week prior to intended use via either:
 1. Online form: <https://brand.uconn.edu/guidelines-usage/usage-by-student-organizations/> *or*
 2. Email Brand Partnerships and Trademark Management: anna.milot@uconn.edu.
- b. Communication to the RSO with permission status will be from Brand Partnerships & Trademark Management. Properly completing this process does *not* guarantee the RSO use of items from the University logo or trademark portfolio.

Please note: Usage standards and approval methods for Club Sports and Center for Fraternity & Sorority Development may vary from the process above. Please consult with your advisor *in addition* to filling out the online form.

D. Violations Process

RSOs that are misusing items from the University Trademark Portfolio will be found in violation of these guidelines. When an RSO is found to have violated any of the guidelines stated above:

- I. The RSO will be notified via e-mail that they have been found in violation and that they have 48 hours from notification to rectify and remove the found trademark violation.
 - a. Once completed, the RSO will respond with a notice that the violation has been rectified & removed.
 - o The RSO's President or organizational equivalent listed on UConncontact will be the point of contact for communication.
 - o The RSO advisor may be notified as well.
- II. If the RSO has not rectified their violation within 48 hours or repeats a violation within an 18-month period, the RSO President will be called in for a meeting with

the Student Activities Coordinator of Student Organization Support & Leadership.

- The violation will be discussed and the RSO will be retrained on the rules for branding, as well as on the procedures for obtaining approval.
- III. If after the initial notification and a meeting with the RSO has been held, the violation has not been rectified or if the RSO continues to violate this policy within an 18-month period, the organization will lose any rights to use University branding or affiliation and the student organization's registration status may be revoked.
- RSO status and re-registration process will be provided and determined by the Department of Student Activities.

E. Ordering Apparel & Promotional Items

An RSO is permitted to order apparel & promotional items with the approved designs/artwork **only**. Please refer to [Section C](#) on how to receive written approval for permission of use. The process to order apparel & promotional items is outlined below.

1. RSOs will purchase items through licensed vendors of the University.
 - a. As of July 1, 2022, when using USG funds, the RSO must order through John Michael Associates: 860-666-1414 x1115; paul@jmalogos.com and lydiah@jmalogos.com
 - b. If the RSO is using their personal funds, an updated list of licensed vendors can be requested by emailing anna.milot@uconn.edu or licensing@uconn.edu
2. RSOs will purchase items manufactured by vendors who exercise appropriate corporate social responsibility.
 - a. More information about the University's Corporate Social Responsibility initiative can be found here: <http://www.csr.uconn.edu/>.
3. RSOs that are fundraising must use a licensed vendor to purchase the items.
 - a. Fundraisers should be conducted by taking orders first and then purchasing, not purchasing in bulk and selling.