This guide is a reference for student club sports navigating the use of the Utah State University name and logo relationship to their registered student organization’s activities. Club members should familiarize themselves with the applicable Visual Identity Program and trademark policies noted in the links below.

LOGO USE
All uses of the logo MUST adhere to Utah State University’s visual branding standards and follow university policy. Logos may NOT be stretched, obscured, modified, or combined with other logos. The OFFICIAL Campus Recreation logo is below.

SECONDARY LOGOS
Appropriate presentations of the university secondary logos (U State and Block ‘A’) in allowed in the colors below. These logos are to be used in informal situations such as branded goods. Secondary logos CANNOT be modified, paired with other logos, or used in place of the official logo above.

DESIGN ELEMENT
Campus Recreation has created the design element below to be used in conjunction with, but not paired with, the official Campus Recreation logo.

UNIFORMS | JERSEYS
- All club shirts/uniform designs and color schemes MUST be submitted to the university trademark licensing office for review and approval PRIOR to production.
- The design MUST include the official Student Involvement & Leadership logo.
- Images and/or logos of external third parties (sponsors) are NOT allowed to appear on uniforms or club apparel bearing the U State mark.

WEBSITE AND SOCIAL MEDIA ACCOUNTS OF STUDENT ORGANIZATIONS
Registered student organizations MUST use the college’s official social avatar on the clubs official website and social media accounts. Use of the official avatars are subject to the following restrictions:
- The web page and social content on official team pages may NOT include language or images that are offensive or otherwise reflect poorly on USU, its name or, brand.
- The university name, logos, or marks may NOT be used in conjunction with commercial advertising.
- Clubs must adhere to the university social media guidelines.

SALE OF CLUB MERCHANDISE
Registered student organizations can sell merchandise to members outside of their club as long as the following guidelines are met:
- All designs MUST be pre-approved by the Trademark Licensing office AND the Campus Recreation GA office.
- A licensed vendor MUST produce the branded items and royalties MUST be paid (even if items are sold as a fundraising effort).

KEY UNIVERSITY POLICIES
Visual Identity Program
Trademark Licensing Policy (510)
Social Media Guidelines
THIRD-PARTY LOGOS & SPONSORSHIPS
The university discourages its colleges, departments, and entities from using third-party logos and third parties from using university logos. Pre-approval is required for all items bearing third-party marks or verbiage. If a third-party logo is allowed to be used, you must obtain written permission to use the third-party logo from the logo owner. If a company requests to use Utah State University logos, the preference is to have the organization list the university as a partner without logo use. Ex: “Utah State University, in partnership with the U.S. Department of Agriculture.”

If using a third-party logo in a sponsorship capacity, don’t use the third-party logo in a way that suggests or implies partnership, or endorsement by Utah State University. In these instances, the university encourages use of “sponsored by” verbiage next to the sponsor(s) logo(s). When using a third-party logo do not present their logo in a way that makes them the most prominent or distinctive feature on the product(s) you are creating.

For questions and pre-approval contact Heidi Adams at trademark.licensing@usu.edu or 435-797-0587.

INTERNAL USE
Registered student organizations have the ability to use the university name, Student Involvement & Leadership logo, and the university secondary marks when used in conjunction with, but not paired with, their club name. University trademarks and logos can be used in promotion of club events and activities, such as posters and banners on campus, as long as these items meet Utah State visual branding standards, items are pre-approved by the Trademark Licensing office AND the Campus Recreation Marketing GA’s office, and such events do not violate any university policies or procedures.

UNIFORMS / JERSEYS
Ex: Utah State Hockey Club

MARKETING MATERIALS
Ex: Poster
Ex: Banner

APPROVALS
All posters, club gear, social media collateral, etc., must be pre-approved by the Campus Recreation Marketing GA’s office AND the Trademark Licensing Office, an office of University Marketing & Communications

For access to high resolution logo files, contact the Campus Recreation marketing GA. Releasing Utah state logos, marks, or verbiage to any third-party entity is not permitted outside the Trademark Licensing Office.