This guide is a reference for college student clubs and teams 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 Policy and Trademark policies noted in the links below.

**LOGO USE** All uses of the logos MUST adhere to Utah State’s visual identity and follow policy and brand standards. The logos may not be stretched, obscured, modified, or combined with other logos. The primary college logos are below.

**SECONDARY LOGOS** The use of secondary marks is acceptable in informal situations such as on branded goods. Secondary marks are NOT to be used in place of the college logo, and if used, must be done in conjunction with the college logo.

**EXTERNAL LOGO USE GUIDELINES**

External use is defined as the presence of the university names and logos in competitive uniforms, jerseys, websites, and social media. To allow for the external use of the USU names and logos, the following guidelines apply:

**CLUB SHIRTS | TEAM UNIFORMS**
- All club or team shirt/uniform designs and color schemes MUST be submitted for review and approval prior to production.*
- The design MUST include the Utah State University college logo.
- Images and/or logos of external sponsors are NOT allowed to appear on uniforms or apparel with the U State logo.

**WEBSITE AND SOCIAL MEDIA ACCOUNTS OF STUDENT ORGANIZATIONS**
- The web page and content generated by the social media account may NOT include language or images that are offensive or otherwise reflect poorly on USU, its name, or its brand.
- The name, logos, or marks may NOT be used in conjunction with commercial advertising.

**SALE OF MERCHANDISE**
- All designs MUST be approved in advance by the trademark licensing office.
- A licensed vendor MUST manufacture items and royalties must be paid.
**DESIGN ELEMENTS**  College clubs/teams are allowed to create design elements that uniquely identify them so long as they are not used in place of the primary college logo. The design element must be used separately, but in conjunction with, the official university logo. Pairing design elements with the official logo is not permitted. Please see examples of permitted design elements below.

![Design Elements Examples]

**SPONSORSHIP AND CO-BRANDING**  Co-branding is defined as displaying a USU logo adjacent to another organizations logo. No university entity, other than athletics, may sell co-branding sponsorship rights in connection with the U State logo.

**INTERNAL USE**  College student organizations have the ability to use the college logo, USU name, and other Utah state logos and/or trademarks in conjunction with the internal promotion of their events and activities, such as posters and banners on campus.

**KEY UNIVERSITY POLICIES**

Utah State University Visual Identity Program  

Trademark Licensing Policy  
http://www.usu.edu/licensing/policy/

**CLUB SHIRTS | TEAM UNIFORMS**

- Collegiate FFA Club  
- Utah State Robo Sub Team

**POSTERS | TV ADS | YARD SIGNS | SOCIAL EVENTS | ETC.**

**APPROVALS**

All posters, uniforms, social media collateral, etc., must be pre-approved by trademark licensing, an office of Public Relations & Marketing.

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*For access to high resolution logo files, contact Heidi Adams. Releasing Utah State logos, marks, or verbiage to any third party entities is not permitted.