This guide is a reference for registered student clubs and teams that have a university college affiliation and are navigating the use of the Utah State University name and logo relationship with 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** college logos are below.

In ALL situations, use the logos as intended without alteration or change.

Do NOT stretch, obscure, or change ANY official logos.

**SECONDARY LOGOS**
Appropriate presentations of the university secondary logos (U State and Block ‘A’) in allowed colors are 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 logos above.

**CLUB SHIRTS | UNIFORMS**
- 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 college 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.

**WEBSITES 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 avatar 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.
- College 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 college communicator.
- 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, college 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 college communicator, and such events do not violate any university policies or procedures.

UNIFORMS | CLUB SHIRTS
Ex: Society of Women Engineers

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

College Communicators:

- Caine College of the Arts: Whitney Schulte | whitney.schulte@usu.edu
- College of Agriculture and Applied Sciences: Sheri Anderson | sheri.anderson@usu.edu
- College of Engineering: Matt Jensen | matt.jensen@usu.edu
- College of Humanities and Social Sciences: Janelle Hyatt | janelle.hyatt@usu.edu
- College of Science: Mary-Ann Muffoletto | mary-ann.muffoletto@usu.edu
- Emma Eccles Jones College of Education and Human Services: Nathan Blaylock | nathan.blaylock@usu.edu
- Jon M. Huntsman School of Business: Hilary Frisby | hilary.frisby@usu.edu
- S.J. & Jessie E Quinney College of Natural Resources: Traci Hillyard | traci.hillyard@usu.edu
- Office of Research: Anna McEntire | anna.mcentire@usu.edu
- School of Graduate Studies: Anna McEntire | anna.mcentire@usu.edu

Trademark Licensing:

- Director, Trademark Licensing: Heidi Adams | heidi.adams@usu.edu | 435.797.0587
- Trademark Licensing Coordinator: Aimee Brunson | aimee.brunson@usu.edu | 435.797.1906

For access to high resolution logo files, contact the college communicator assigned to your respective college. Releasing Utah State University logos or marks to any third-party entity is not permitted outside the Trademark Licensing Office.