USUSA | USUSA CLUBS

NAME AND LOGO GUIDELINES

This guide is a reference for USUSA student clubs 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. Appropriate presentations of the primary USUSA logo 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 USUSA logo, and if used, must be done in conjunction with the USUSA logo.

DESIGN ELEMENTS

USUSA clubs are allowed to create design elements that uniquely identify them so long as they are not used in place of the primary USUSA 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.

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 | UNIFORMS

- All club shirts/uniform designs and color schemes MUST be submitted for review and approval prior to production.
- The design MUST include the Utah State University USUSA logo.
- Images and/or logos of external sponsors are NOT allowed to appear on uniforms or apparel with the U State logo.

WEB SITE AND SOCIAL MEDIA ACCOUNTS OF STUDENT ORGANIZATIONS

Registered student organizations may use the USUSA logo in connection with an organization’s official website and/or social media accounts subject to the following restrictions:

- 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

Registered student organizations may sell merchandise to members outside of their club(s) as long as the following guidelines are met:

- All designs MUST be approved in advance by the trademark licensing office.
- A licensed vendor MUST manufacture items and royalties must be paid.
SPONSORSHIP AND CO-BRANDING  Co-branding is defined as displaying a USU logo adjacent to another organization's logo. No university entity, other than athletics, may sell co-branding sponsorship rights in connection with the U State logo.

INTERNAL USE  Registered student organizations have the ability to use the USUSA 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 | UNIFORMS

Collegiate FFA Club

Spirit Squad

USU ESports Club

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.

Heidi Adams | Director, Trademark Licensing
Utah State University
heidi.adams@usu.edu | 435.797.1351

*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.