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 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 USU Campus Recreation logo are below.

SECONDARY LOGOS Appropriate presentations of the U State logo on allowed background colors are below.

DESIGN ELEMENT Campus Recreation has created the following design element (below). 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.

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:

UNIFORMS / JERSEYS

- All uniform designs and color schemes MUST be submitted for review and approval prior to production.*
- The design MUST include the Utah State University Campus Recreation 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

Registered student organizations may use the USU Campus Recreation 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 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 USU name, Campus Recreation logo and the U State mark 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/

**UNIFORMS**

USU Hockey Club  
USU Rugby Club

**POSTERS**

LAST HOME GAME  
SAT 2/18  
@ ECCELS ICE CENTER 7 PM

**APPROVALS**

All posters, uniforms, social media collateral, etc., must be pre-approved by the campus recreation marketing GA in conjunction with trademark licensing, an office of Public Relations & Marketing.

**Campus Recreation Marketing GA**  
Utah State University  
campusrecmarketing@usu.edu

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.*