

## Use of University Name, Word Marks, and Logos By Registered Student Organizations

Student organizations registered and in good standing with the Department of Student Activities may produce items for family, friends, and supporters of their organization that bear the name, as well as word marks and logos that are part of the University's trademark portfolio only under the following circumstances:

- 1) Organizations are encouraged to purchase items manufactured by vendors who exercise appropriate corporate social responsibility.
- 2) Any use of the University's name, as well as word marks and logos that are part of the institution's trademark portfolio must be clearly and directly associated with the organization. That is, organizations are prohibited from purchasing and/or selling items that simply promote, name, or use marks of the University of Connecticut without a clear and direct association to the club or organization.
- 3) Student organizations must receive written approval of their items and artwork/designs prior to purchasing or agreeing to purchase items for sale. Such approval must be obtained from the Department of Student Activities. Logos and colors may not be changed or altered in any way.
- 4) No other use of the names, symbols, and logos of the University of Connecticut are permitted without the express written consent of the Licensing Office at the University of Connecticut (486-9097).

NOTE: Final approval for use must still be obtained through the Department of Student Activities.

### **Club/Organization Apparel and Equipment**

For apparel and equipment to be worn/used only by members of a recognized student organization or University program, and **ONLY** in connection with their membership/role in such an organization/program, and when there is **no** non-university sponsorship present:

- Acceptable word marks include: 'CONNECTICUT', 'UCONN', and the Husky Dog logo and can be used as is, without any other words/marks.
- No Registration/Trade Mark(s) are necessary (e.g. ®, etc.)
- The use of these words/logos ('CONNECTICUT', 'UCONN', and the Husky Dog logo) do not need program status/designation (e.g. '*UConn Club Sports*')
- The wording needs to draw a relationship/connection to the student organization/program status (e.g. 'club') only when there is a duplicate ('competing') University Program (e.g. 'UConn Wrestling' is permissible; 'UConn (Men's) Soccer' is not permissible), **UNLESS** there is a stated relationship to the sponsoring University Program (e.g. 'UConn Men's Soccer' located near/adjacent to 'UConn Club Sports' insignia/logo/words is acceptable)

For apparel and equipment to be worn/used only by members of a recognized student organization or University Program, and **ONLY** in connection with their membership/role in

such an organization/program, and when there is non-university sponsorship present on the equipment/apparel:

- The program/club's designation/status must be shown (e.g. by use of the word 'Club', or 'UConn Club Sports', etc.).
- The words 'CONNECTICUT', 'UCONN', and the Husky Dog logo must also include Registration/Trade Mark(s) (e.g. ®, etc.).

**General Items:** items used by and available to the public

For apparel and equipment to be used and made available to the public regardless of the presence of non-university sponsorship:

- The words 'CONNECTICUT', 'UCONN', and the Husky Dog logo must also include Registration/Trade Mark(s) (e.g. ®, etc.).
- The name of the student organization or the sponsoring University Program must be included on any products being produced that also include institutional word marks and/or logos.

Additional Information:

The word mark UCONN is federally registered through the U.S. Patent & Trademark Office as a protected mark of our institution.

- For informational purposes, both the word mark UCONN and the word mark CONNECTICUT (as it applies to the University of Connecticut) are fully registered with the U.S. Patent & Trademark Office.

UCONN---Reg #3,448,597

CONNECTICUT---Reg. #3,526,594

Use of the following words, phrases, logos and insignia by student organizations may be permitted pursuant to the aforementioned terms and conditions and subject to approval by the University of Connecticut:

- 'UCONN'; 'UConn'
- 'CONNECTICUT'; Connecticut
- 'CONNECTICUT HUSKIES' ; 'Connecticut Huskies'
- The Husky Dog Logo ; use of the Husky Dog Logo must always portray the UConn Husky as a WHITE DOG. The 'fill' in the face of the husky must always be WHITE, never approved as a screened, shaded, tonal or reversed logo.

Use of the following words, phrases, logos and insignia by student organizations are NOT permitted:

- University of Connecticut
- Official Seal of the University of Connecticut
- Oak Leaf Design (stand alone mark)