

Use of University Name, Word Marks, and Logos by Registered Student Organizations (RSO)

A. University Trademarks

The University of Connecticut has registered the following trademarks with the U.S. Patent & Trademark Office:

- UConn
- Connecticut
- University of Connecticut
- Huskies
- UConn Huskies
- WHUS
- Daily Campus
- Connecticut Huskies
- The Husky Dog Logo
- The University seal
- The Oak Leaf logo
- Students Today, Huskies Forever
- Nutmeg

Therefore, only UConn and entities that have registered with the University of Connecticut may use these marks in association with their organization or activities. Registered Student Organizations (RSO) may obtain permission as defined below. Unregistered student organizations may not use these marks at all.

B. Obtaining Permission to Use University Trademarks

Use of the University's name, as well as word marks and logos that are part of the institution's trademark portfolio are only permitted under the following conditions:

- 1) Student Organizations are registered and in good standing with the Department of Student Activities.
- 2) RSOs must receive written approval of their artwork/designs from the Department of Students Activities, in consultation with University Brand Partnerships & Trademark Management, prior to using or distributing such artwork in any print or electronic format.
 - a. Student organizations must submit designs at least one week in advance of intended use by filling out this online form: <https://studentactivities.uconn.edu/uconn-logo-usage-and-form/> or emailing the Student Activities Marketing/Graphic Design Administrator at anna.milot@uconn.edu. Communication of approval status will be from the Department of Student Activities or University Brand Partnerships & Trademark Management.

- 3) Please note that usage standards and approval methods for Club Sports and the Center for Fraternity & Sorority Life may vary slightly from this process. Please consult with your advisor in addition to filling out the approval form.

C. Implementation Policies

- 1) Use of the following words/phrases will be permitted provided they meet the criteria noted in this section and follow the Permission guidelines detailed in Section B above:

- University of Connecticut
- UConn Huskies
- UConn
 - a The appearance is not determined to be too closely associated in appearance with any other word marks, logos, etc. in the University's portfolio of registered trademarks (based on font, colors, etc.). Such determination is to be made by Student Activities in consultation with University Brand Partnerships & Trademark Management, and University Communications.
 - b The RSO's name must appropriately signal a relationship with the University

- 2) Use of the Husky Dog logos (old and new) is **not permitted**
- 3) The Oak Leaf logo can only be used under special circumstances and with written approval by the Department of Student Activities.
- 4) Use of the Official Seal of the University of Connecticut by RSOs is not permitted.
- 5) Use of the University's name, as well as word marks and logos is clearly and directly associated with the organization. That is, organizations are prohibited from using the University's name, work marks, and logos without a clear and direct association to their RSO.
 - a. Examples:



- 6) No other use of the names, symbols, and logos of the University of Connecticut are permitted without the express written consent from the Department of Student Activities and Brand Partnerships & Trademark Management.
 - a. Use of UConn word marks, the Oak Leaf, or Husky Pride logos can't be incorporated into designs of student organization logos.
 - b. Registered student organizations are permitted to create their own tertiary word marks with approval from Brand Partnerships & Trademark Management and Student Activities, by filling out the previously mentioned form.
 - i. Examples:



D. Ordering Apparel and Promotional Items

- 1) RSOs will purchase items through licensed vendors of the University.
 - a. As of July 1, 2022, when using USG funds, the RSO must order through John Michael Associates
 - i. 860-666-1414 x1115; jay@jmalogos.com
 - b. If the RSO is using their personal funds, an updated list of licensed vendors can be requested by emailing anna.milot@uconn.edu or licensing@uconn.edu.
- 2) RSOs will purchase items manufactured by vendors who exercise appropriate corporate social responsibility.
 - a. More information about the University's Corporate Social Responsibility initiative can be found here: <http://www.csr.uconn.edu/>.
- 3) Before orders are placed, written consent must be obtained for the intended design by filling out the online form found here: <https://studentactivities.uconn.edu/uconn-logo-usage-and-form/> or emailing the Student Activities Marketing/Graphic Design Administrator at anna.milot@uconn.edu.

- 4) RSOs who are fundraising must use a Licensed vendor to purchase their items and seek approval through the online form found here:
<https://studentactivities.uconn.edu/uconn-logo-usage-approval-form-for-fundraisers/>.
 - a. Fundraisers should be conducted by taking orders first and then purchasing, not purchasing in bulk and selling.
 - b. Once the fundraiser is completed, please fill out this reconciliation form:
<https://studentactivities.uconn.edu/registered-student-organization-apparel-fundraiser-reconciliation-form/>

E. Enforcement of Use

- 1) When a Registered Student Organization (RSO) is found to have violated any of the policies stated above:
 - a. The RSO will be called in for a meeting with the Program Coordinator for Student Organization Support.
 - i. The violation will be discussed and the RSO will be retrained on the rules for branding, as well as on the procedures for obtaining branding approval.
 - b. The RSO must call a general meeting to review the violation with their organization and go over branding policies.
 - i. The meeting minutes must be turned in to the Program Coordinator for Student Organization Support.
 1. If the RSO does not conduct the meeting and hand in the minutes within a timely, agreed upon time frame, the RSO becomes frozen until it is completed.
 2. If the RSO does not complete it, they will no longer be a Registered Student Organization.