

From:
Brett Eden
Director of Auxiliary Business Development

Richard Fairchild
Associate Director of Auxiliary Business
Development

Rachel Jenkins
Licensing Manager

To:
Amber Gordon
Associate Director
Student Leadership & Involvement

Josh Olszewski
Student Organizations Coordinator
Student Leadership & Involvement



MEMO

Monday October 10, 2022

University of Utah Student Group Logo Usage

The Auxiliary Business Development Office governs the use of The University of Utah's trademarks. This memo addresses the use of the University's trademarks by all recognized student organizations in accordance with University [Rule 6-401A: Recognized Student Organization Classifications](#). The Department of Student Leadership & Involvement ([SLI](#)) is the portal for recognized student organizations interested in organizing on campus and, as such, the SLI has developed a standard participation level and requirements associated with each level. It is through this affiliation that students also gain access to the University's trademarks based on their level of participation with SLI. Below are the trademark usage guidelines associated with each participation level and are effective November 20, 2018.

Student Group Participation Levels

1. **Non-Registered:** Groups not registered with SLI may not use, modify, or alter any of the University of Utah's trademarks.
2. **Registered or Affiliated:** Groups classified as Registered or Affiliated must use the At Utah Logo Set (attached) in club name or logo application only. The name/logo may then be used in connection with the club website, social media handles, printed materials, and merchandise. No other trademark references are allowed in any of these instances.

Example: #outdoorjeepadventures"attheuofu"



Registered or Affiliated groups may only use the word “Utah” in their name in reference to the state if they display a clear affiliation to an existing state organization that also uses the word “Utah” in their name.

3. **Sport Clubs:** Sport Clubs are allowed full logo use, excluding the circle and feather logo, pending artwork approvals. This includes the use of trademarks in the name (e.g. Utah Hockey, Utah Swim & Dive, etc.). Sport Clubs are not required to reference the At Utah Logo Set.

Example:



4. **Sponsored:** Groups classified as sponsored may use most official marks/logos, pending approval by Auxiliary Business Development Office. This use permits trademarks to be incorporated into the name (e.g. Utah Framers, UFrame, etc.). The circle and feather logo may not be used.

Example:



In all of the referenced participation levels, the Auxiliary Business Development Office must approve trademark usage and/or artwork on all logo-bearing merchandise, and reserves the right to address any trademark usage not conforming to this memo. All merchandise must be produced by a licensed vendor. A list of all approved vendors can be found through selecting the University of Utah here:

<https://clc.com/license-search/>

Please contact Richard Fairchild or Rachel Jenkins with any questions.

Richard Fairchild: richard.fairchild@utah.edu or 801-585-7784

Rachel Jenkins: rachel.jenkins@utah.edu or 801-581-6245

Thank you,

A handwritten signature in black ink that reads "BRETT EDEN". The signature is stylized, with a large, sweeping initial "B" and "E".

Brett Eden



UNIVERSITY OF UTAH – Registered & Affiliated Student Groups

Current Revision Date: October 10, 2022

Established: 1850

Location: Salt Lake City, UT

RED

PANTONE 200 C
MADEIRA: 1147
POLYNEON: 1747

BLACK

PANTONE Black C
MADEIRA: Black
POLYNEON: Black

GRAY

PANTONE 430 C
MADEIRA: 1118
POLYNEON: 1918

WHITE

PANTONE White C
MADEIRA: White
POLYNEON: White

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

At Utah Logo Set

1

— AT THE —
UNIVERSITY OF UTAH®

2

AT THE U®

3

AT THE U OF U

4

AT THE
UNIVERSITY
OF UTAH®



Utah - Sponsored Student Groups & Sport Clubs

Current Revision Date: October 10, 2022

Verbiage

University of Utah ®	Utah Man ™
Utah ®	Rice-Eccles Stadium & Tower ™
Utes ™	Runnin' Utes ™ (for basketball use only)
Swoop ™	Utah's University ™
Red Rocks ™	Utah Man Am I ™
U of U ™	

Established: 1850 **Location:** Salt Lake City, UT **Mascot:** Utes
Mascot Name: Swoop **Conference:** Pac-12

RED

PANTONE 200 C
MADEIRA: 1147
PolyNeon: 1747

BLACK

PANTONE Process Black C
MADEIRA: Black
PolyNeon: Black

GRAY

PANTONE 430 C
MADEIRA: 1118
PolyNeon: 1918

WHITE

White
MADEIRA: White
PolyNeon: White

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Institutional Marks

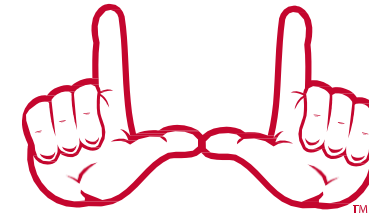


1

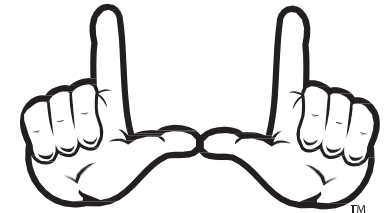


2

Hand Marks



9



10

Block U Marks



3



4



Word Marks



11



12



13

UU Marks



5



6



7



8

Medallion Mark



14

ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (reviewed on a case-by-case basis)
- No alterations or overlaying graphics to seal permitted
- University licenses consumables (must have expiration date on packaging)
- University licenses health and beauty products
- University permits numbers on products for resale
 - Any jersey number in any sport may be used for licensed products as long as the NCAA rules are obeyed concerning player names, likenesses or image

- Mascot caricatures permitted
- Cross licensing with other marks may be permitted with an additional agreement
- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks
- The seal is reserved for presidential use, graduation items, or fine gifts. No other use is permitted. Use Medallion mark for all other products for resale