

**From:**  
Brett Eden  
Director of Auxiliary Business  
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Development

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**To:**  
Amber Gordon  
Associate Director for  
Student Engagement



# MEMO

## *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 Abby Hirshberg or Richard Fairchild with any questions.

Abby Hirshberg: [abby.hirshberg@utah.edu](mailto:abby.hirshberg@utah.edu) or 801-581-6245

Richard Fairchild: [richard.fairchild@utah.edu](mailto:richard.fairchild@utah.edu) or 801-585-7784

Thank you,

A handwritten signature in black ink, consisting of a large, stylized 'B' followed by the name 'BRETT EDEN' in a smaller, cursive script.

Brett Eden

# REGISTERED & AFFILIATED STUDENT GROUPS



Established: 1850 Location: Salt Lake City, UT

<b>RED</b>	<b>BLACK</b>
<b>PANTONE 187 CP</b> CMYK: 0/100/79/20, RGB: 190/0/0 MADEIRA: 1147, POLYNEON: 1747	<b>PANTONE Black CP</b> MADEIRA: Black POLYNEON: Black
<b>GRAY</b>	<b>WHITE</b>
<b>PANTONE 424 CP</b> CMYK: 57/47/48/14, RGB: 112/114/113 MADEIRA: 1118, POLYNEON: 1918	<b>PANTONE White CP</b> 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	
<div style="display: flex; justify-content: space-between; font-size: 24px; font-weight: bold;"> <span>1</span> <span>2</span> </div> <p style="font-size: 36px; font-weight: bold; margin: 0;"> <span style="display: inline-block; width: 100px; border-bottom: 1px solid black;"></span> <b>AT THE</b> <span style="display: inline-block; width: 100px; border-bottom: 1px solid black;"></span>  <b>UNIVERSITY OF UTAH</b> </p>	<div style="display: flex; justify-content: space-between; font-size: 24px; font-weight: bold;"> <span>1</span> <span>2</span> </div> <p style="font-size: 48px; font-weight: bold; margin: 0;"> <b>AT THE U</b> </p>
<div style="display: flex; justify-content: space-between; font-size: 24px; font-weight: bold;"> <span>3</span> <span>4</span> </div> <p style="font-size: 48px; font-weight: bold; margin: 0;"> <b>AT THE U OF U</b> </p>	<div style="display: flex; justify-content: space-between; font-size: 24px; font-weight: bold;"> <span>3</span> <span>4</span> </div> <div style="display: flex; align-items: center; justify-content: center;"> <div style="border-left: 2px solid red; height: 100px; margin-right: 10px;"></div> <p style="font-size: 36px; font-weight: bold; margin: 0;"> <b>AT THE UNIVERSITY OF UTAH</b> </p> </div>

# UNIVERSITY OF UTAH CLUB SPORTS



All marks should not be used in conjunction with blue, be it the color of marks or products.

Institutional Marks				
1	2	3	4	5

Hand Marks	
6	7

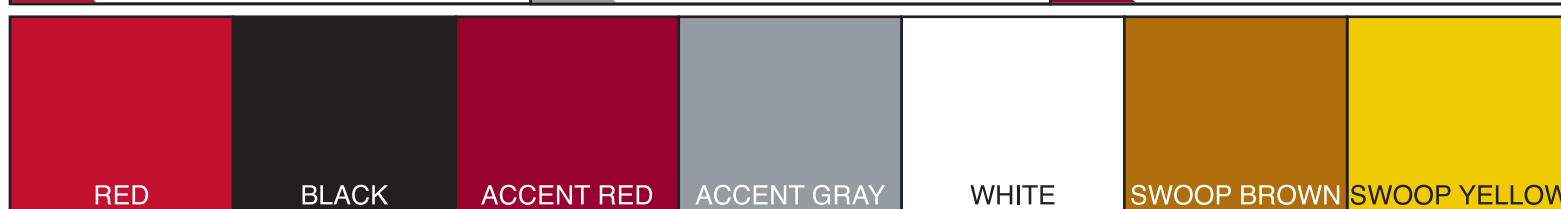
### COLOR INFORMATION

You must use the approved university colors or the \*PANTONE® colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. \*PANTONE® is a registered trademark of PANTONE, Inc.

SCHOOL COLORS	PANTONE COLORS	THREAD COLORS	
RED	PANTONE 187 CP	MADEIRA 1147	POLYNEON 1747
BLACK	PANTONE PROCESS BLACK CP	MADEIRA 1000	POLYNEON 1800
ACCENT RED	PANTONE 202 CP	MADEIRA 1182	POLYNEON 1981
ACCENT GRAY	PANTONE 424 CP	MADEIRA 1118	POLYNEON 1918
WHITE	WHITE	MADEIRA 1001	POLYNEON 1801
SWOOP BROWN	PANTONE 154 CP	MADEIRA 1257	POLYNEON 1857
SWOOP YELLOW	PANTONE 110 CP	MADEIRA 1225	POLYNEON 1725

### RGB/CMYK COLOR VALUES

PANTONE 187 CP CMYK: 0/100/79/20 RGB: 190/0/0	PANTONE 424 CP CMYK: 57/47/48/14 RGB: 112/114/113	PANTONE 202 CP CMYK: 1/98/58/44 RGB: 134/38/51
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VERBIAGE	GENERAL INFORMATION
University of Utah ® Utah ® Utes™ U of U™ Utah Fan Am I™	Utah Man™ Utah Utes™ Utah Man Am I™ Utah Woman Am I™
LOCATION: SALT LAKE CITY, UT	MASCOT NICKNAME: SWOOP
NICKNAME: UTES	ESTABLISHED DATE: 1850
MASCOT: RED TAILED HAWK	CONFERENCE: BIG XII

### Mascot Marks

8	9	10	11
12	13	14	15

\*Mascot marks are for Club Sports & Sponsored Groups only.

### ADDITIONAL PERTINENT INFORMATION

	Yes	No	Restrictions
• University seal permitted on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	See below
• Alterations to seal permitted:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
• Overlaying / intersecting graphics permitted with seal:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
• University licenses consumables:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
• University licenses health & beauty products:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
• University permits numbers on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	See below
• Mascot caricatures permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
• Cross licensing with other marks permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
• NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.			
• 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.			
• The seal is reserved for presidential use, graduation items, or fine gifts. No other use is permitted. Use the Medallion mark for all other products for resale.			
• No alterations to the University Health Sciences Marks are permitted.			
• For information on use of NIL in conjunction with Utah trademarks, please visit <a href="https://utahutes.com/">https://utahutes.com/</a>			