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:

![Example Image](image1)

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:

![Example Image](image2)
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 or 801-581-6245
Richard Fairchild: richard.fairchild@utah.edu or 801-585-7784

Thank you,

Brett Eden
Established: 1850  Location: Salt Lake City, UT

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**At Utah Logo Set**

1

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AT THE UNIVERSITY OF UTAH

2

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AT THE U

3

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AT THE U OF U

4

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AT THE UNIVERSITY OF UTAH

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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."
### UNIVERSITY OF UTAH CLUB SPORTS

**Institutional Marks**

<table>
<thead>
<tr>
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<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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<tbody>
<tr>
<td>![U of U marks]</td>
<td>![U of U marks]</td>
<td>![U of U marks]</td>
<td>![U of U marks]</td>
<td>![U of U marks]</td>
</tr>
</tbody>
</table>

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

### Hand Marks

<table>
<thead>
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<th>6</th>
<th>7</th>
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</thead>
<tbody>
<tr>
<td>![Hand mark 1]</td>
<td>![Hand mark 2]</td>
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</tbody>
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### VERBIAGE

- **University of Utah**
- **Utes**
- **Utah Man**
- **Utah Woman**
- **Utah Fan**

**LOCATION:** SALT LAKE CITY, UT  
**NICKNAME:** Utes  
**MASCOT:** RED TAILED HAWK

### Mascot Marks

![Mascot 1]  
![Mascot 2]  
![Mascot 3]  

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

### ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale:
  - Yes
  - No
  - Restrictions: See below

- Overlaping / intersecting graphics permitted with seal:
  - Yes
  - No

- University licenses consumables:
  - Yes
  - No

- University licenses health & beauty products:
  - Yes
  - No

- University permits numbers on products for resale:
  - Yes
  - No

- Mascot caricatures permitted:
  - Yes
  - No

- Cross licensing with other marks permitted:
  - Yes
  - No

- No REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks:
  - Yes
  - No

- 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:
  - Yes
  - No

- 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:
  - Yes
  - No

- No alterations to the University Health Sciences Marks are permitted:
  - Yes
  - No

- For Information on use of NIL in conjunction with Utah trademarks, please visit [https://utahutes.com/](https://utahutes.com/)

### 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.

<table>
<thead>
<tr>
<th>SCHOOL COLORS</th>
<th>PANTONE COLORS</th>
<th>THREAD COLORS</th>
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</thead>
<tbody>
<tr>
<td>RED</td>
<td>187 CP</td>
<td>MADEIRA 1147</td>
</tr>
<tr>
<td>BLACK</td>
<td>1000 CP</td>
<td>MADEIRA 1000</td>
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<tr>
<td>ACCENT RED</td>
<td>203 CP</td>
<td>MADEIRA 1182</td>
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<td>ACCENT GRAY</td>
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<tr>
<td>WHITE</td>
<td>154 CP</td>
<td>MADEIRA 1257</td>
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<tr>
<td>SWOOP BROWN</td>
<td>110 CP</td>
<td>MADEIRA 1225</td>
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<tr>
<td>SWOOP YELLOW</td>
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<td>POLYNEON 1725</td>
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</tbody>
</table>

**RGB/CMYK COLOR VALUES**

- **PANTONE 187 CP**
  - CMYK: 0/100/0/0
  - RGB: 190/0/0

- **PANTONE 424 CP**
  - CMYK: 57/47/48/14
  - RGB: 112/114/113

- **PANTONE 202 CP**
  - CMYK: 1/96/58/44
  - RGB: 134/38/65

**NOTE:** The marks of University of Utah are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from Collegiate Licensing Company.