Department of Student Activities
University Communications

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

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
- Connecticut Huskies
- The Husky Dog Logo
- The University seal
- The Oak Leaf logo
- Students Today, Huskies Forever

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 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) Student organizations must receive written approval of their artwork/designs from the Department of Students Activities, in consultation with the University Licensing Office and University Communications, prior to using or distributing such artwork in any print or electronic format. Student organizations must submit designs at least two weeks in advance of intended use to the Department of Student Activities Marketing/Graphic Design Administrator at anna.milot@uconn.edu. Communication of approval status will be from the Department of Student Activities.
3) 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 that simply promote, name, or use marks of the University of Connecticut without a clear and direct association to the club or organization as outlined in this document.

4) Student organizations are encouraged to purchase items manufactured by vendors who exercise appropriate corporate social responsibility and are licensed vendors of the University.   More information about the University's Corporate Social Responsibility initiative can be found here: http://www.csr.uconn.edu/.

5) 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.

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:
    a) 'CONNECTICUT'/'Connecticut';
    b) 'CONNECTICUT HUSKIES'/'Connecticut Huskies'
    c) 'University of Connecticut'
    d) 'UConn Huskies'
        i) Their 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 marks (based on font, colors, etc). Such determination is to be made by the Department of Student Activities in consultation with the University Licensing Office and University Communications.
        ii) The name of the student organization must be included on any items/apparel and equipment being produced as well as in any electronic use.
        iii) The student organization's name must appropriately signal *a relationship with the University* as opposed to *being a part of the University.*

2) Use of the Husky Dog Logos (old and new) and the Oak Leaf Logo can only be used with written approval by the Department of Student Activities.

3) Use of the Official Seal of the University of Connecticut by student organizations is NOT permitted under any circumstance.

For more information contact:

Marketing/Graphic Design Administrator
Department of Student Activities
University of Connecticut
2110 Hillside Road, Unit 3008
Storrs, CT 06269
Phone: (860) 486-4009
anna.milot@uconn.edu

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