

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

Richard Fairchild  
Associate Director of Auxiliary Business  
Development

Abby Hirshberg  
Trademarks & Licensing Manager

**To:**  
Cassie Cathcart  
Director for Student  
Leadership and Involvement



# 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, appearing to read "Brett Eden". The signature is stylized with a large, sweeping "B" and a distinct "E".

Brett Eden

# REGISTERED & AFFILIATED STUDENT GROUPS



Established: 1850      Location: Salt Lake City, UT

RED	BLACK
PANTONE 187 CP CMYK: 0/100/79/20, RGB: 190/0/0 MADEIRA: 1147, POLYNEON: 1747	PANTONE Black CP MADEIRA: Black POLYNEON: Black
GRAY	WHITE
PANTONE 424 CP CMYK: 57/47/48/14, RGB: 112/114/113 MADEIRA: 1118, POLYNEON: 1918	PANTONE White CP 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






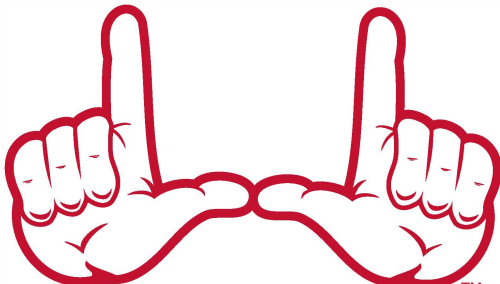
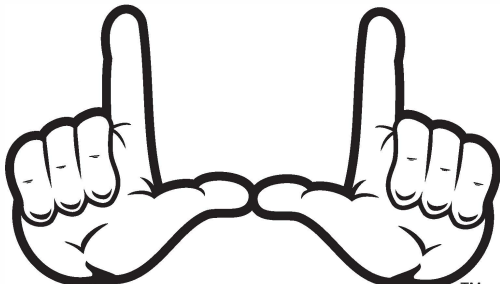
AT THE U OF U

4

AT THE UNIVERSITY OF UTAH



**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	



A horizontal color palette bar with seven colored squares. From left to right, the colors are: Red, Black, Accent Red (a darker red), Accent Gray (a medium gray), White, Swoop Brown (a dark brown), and Swoop Yellow (a bright yellow). Each square has its name written in white capital letters at the bottom.

Color Name	Color Description
RED	Primary red color
BLACK	Primary black color
ACCENT RED	Dark red accent color
ACCENT GRAY	Medium gray accent color
WHITE	Primary white color
SWOOP BROWN	Dark brown swoop color
SWOOP YELLOW	Bright yellow swoop color

VERBIAGE		GENERAL INFORMATION	
University of Utah ®	Utah Man™	LOCATION: SALT LAKE CITY, UT	MASCOT NICKNAME: SWOOP
Utah ®	Utah Utes™	NICKNAME: UTES	ESTABLISHED DATE: 1850
Utes™	Utah Man Am I™	MASCOT: RED TAILED HAWK	CONFERENCE: BIG XII
U of U™	Utah Woman Am I™		
Utah Fan Am I™			

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:	<u>X</u>	<u>      </u>	<u>See below</u>
• Alterations to seal permitted:	<u>      </u>	<u>X</u>	<u>  </u>

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.