

BRAND STANDARDS GUIDE FOR RECOGNIZED STUDENT ORGANIZATIONS

The following guidelines apply to all Recognized Student Organizations (RSO). Student organizations can get registered by contacting Student Involvement at 715-425-4747 or studentinvolvement@uwrf.edu

The university's name, logo, and athletic spirit marks are trademarked marks of the University of Wisconsin System and the University of Wisconsin-River Falls.

To ensure the correct usage of the university's trademarked written and visual identities, the designs created by and for recognized student organizations must follow these guidelines.

LICENSING

When purchasing merchandise or promotional items (examples: T-shirts, jerseys/uniforms, bags, pens, etc) using the university's registered marks, a licensed vendor must be used. When using the trademarked written and visual identities, they must be clearly and directly associated with the student organization. That is, organizations are prohibited from purchasing and/or selling items that simply promote, name, or use marks of the University of Wisconsin-River Falls without a clear and direct association to the club or organization.

Student organizations must submit UWRF related artwork/designs for approval prior to purchasing or agreeing to purchase items. Such approval can be obtained by a licensed vendor through the Office of the Assistant Chancellor for Business and Finance at the University of Wisconsin-River Falls (715-425-3737).

A full list of licensed vendors can be found here:

<https://www.uwrf.edu/Administration/FinanceAndAdministrationOffice/VCLicensingRegisteredMarks.cfm>

WRITTEN IDENTITY

The use of the following words are registered and also require the approval by a licensed vendor through the Office of the Assistant Chancellor for Business and Finance at the University of Wisconsin-River Falls (715-425-3737):

- **UWRF**
- **UW-River Falls**
- **University of Wisconsin-River Falls**

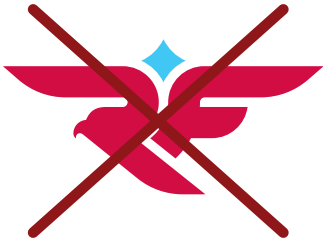
The use of any of these marks by a RSO require the display of the organization name, as well as the indication of the program status/designation (i.e. "Club" or "Organization") if there is a similar varsity-level program".

Examples:

- **UW-River Falls Wrestling** is acceptable (no existing varsity sport)
- **UW-River Falls Women's Soccer** is not acceptable (existing varsity sport)
- **UW-River Falls Women's Soccer Club** is acceptable

VISUAL IDENTITY

Recognized student organizations may not use the following marks:



Acceptable marks for use by recognized student organizations include:

**UNIVERSITY OF WISCONSIN
RIVER FALLS**

UWRF



A registration mark (®) is required next to a registered UWRF mark if displayed on any product that will be offered to the public, or when the product shows an additional registered mark(s) (i.e. the Nike swoosh).

Positioning of any registered UWRF mark in close proximity to another mark must follow UWRF graphic standards as defined at <http://www.uwrf.edu/UniversityCommunications>.

Student organizations are encouraged to explore ways to visually represent their org, however - to avoid confusion with official UWRF Falcon logos - the use of other falcon-like images, customized wordmarks or UWRF acronyms for registered student organizations are prohibited.

If an RSO would like assistance in creating a logo or other marketing/promotional material for their organization, free assistance is offered through University Communications and Marketing (UCM) and Student Involvement at the "Student Org Graphics" window in the University Center. Questions and requests can be emailed to studentorggraphics@uwrf.edu.