

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**

All logos, seals, wordmarks, names, symbols and slogans associated with UW-River Falls are registered trademarks with the State of Wisconsin and are the exclusive property of UW-River Falls. Use of these marks on items for resale or other commercial purposes or internal use must have university authorization.

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 Finance and Administration Office (715-425-3737). Further licensing information can be found here:
<https://www.uwrf.edu/about/licensing-uwrf-registered-marks>

VENDORS

These are the most common vendors used by recognized student organizations, along with a QR code to see the full list of licensed vendors (leave step 1 blank, then search University of Wisconsin-River Falls under step 2.)

- **Custom Ink**
- **4imprint**
- **Brown and Bigelow**
- **Promo Advantage**
- **Campus Marketing Specialists**



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 Marketing and Communications (UMC) and Student Involvement. Questions and requests can be emailed to studentorggraphics@uwrf.edu.