STUDENT ORGANIZATION LOGO REQUIREMENTS

Officially recognized student organizations, as defined in the Code of Student Life, are encouraged to create their own logos under the following guidelines:

A student organization’s use of a trademark or logo may imply that its membership is composed of UND students or a combination of students, faculty, and/or staff, but it may not suggest or imply that it is acting with the authority or as an agency of the University. Student organizations are not official entities of the University and may not represent themselves as such. For example; acceptable: UND Book Club, Book Club at UND; not acceptable: Official UND Book Club.

Student organizations must adhere to the University of North Dakota Code of Student Life. Names, logos and imagery must not be derogatory, defamatory or detrimental to the University’s image.

Use of University Trademarks in Student Organization Logos

- The student organization’s name should be incorporated into the logo.
- A student organization’s logo should not incorporate any University logos (UND Flame Logo, Interlocking ND) unless given express permission.
- Recognized student organization logos may incorporate any of the following University trademarks:
  - University of North Dakota®
  - North Dakota™
  - UND™

Products that include the University trademarks as part of the student organization’s logo may only be produced by a University licensed vendor and should bear the appropriate ™ or ® insignia (exception: competition uniforms or performance costumes).

YES. Why? The organization’s name is included.

Why? “University of North Dakota” verbiage is acceptable and bears the appropriate trademark insignia.

NO. Why? The organization’s name is not included.

NO. Why? The UND Flame Logo is included.

NO. Why? The Signature, part of the UND Logotype, is included.
**General Use of University Trademarks**

Student organizations may not use University trademarks, seal or logos (including UND Flame logo, university signature, interlocking ND), without permission. Furthermore, student organizations may not manipulate or otherwise alter any trademark, seal or logo of the University without express permission. To learn more about Trademarks and Identity Guidelines, visit [UND.edu/identity](http://UND.edu/identity).

Any merchandise featuring the University name or trademarks, including but not limited to uniforms, jerseys, banners, apparel and non-apparel items (cups, mugs, pens, notebooks, etc.), must be produced by a licensed vendor and approved by the University. Designs should be submitted by the licensee directly to UND via Trademarx Online.

**Sponsorship Co-Branding**

Any sponsor logos included on any products or merchandise must be submitted as part of the artwork by a licensed vendor.

**Purchasing**

Request for use of University funds for any printed material (including but not limited to t-shirts, uniforms, banners, pens) using a student organization logo must follow guidelines on [UND.edu/identity](http://UND.edu/identity).