

# UH BRAND GUIDELINES

## Student Organizations

### GROUP

### NAME REQUIREMENTS

### LOGO REQUIREMENTS

### BRANDING REQUIREMENTS

### UH LICENSED VENDOR USE

#### Registered Student Organizations (RSOs)

Refer to **Get Involved Database** for most current list of 400+ Registered Student Organizations

No name (or design) can state or give the impression that the organization is a unit of the University of Houston.

#### For example:

Sample RSO name = Marketing Professional Student Organization

- ✓ Marketing Professional Student Organization
- ✓ Marketing Professional Student Organization at the University of Houston
- ✗ University of Houston's Marketing Professional Student Organization

UH logo is **not required**

If UH logo **is used**,

- ➔ item must comply with UH logo use guidelines
- ➔ item must be approved by UH Branding
- ➔ item must be produced by UHS-licensed vendor
- ➔ UH Branding will verify that UH logo use does not misrepresent the RSO as an official unit of the university

If UH logo **is not used**,

- ➔ no branding requirements

If UH logo **is used**,

- ➔ all logo use guidelines apply

If UH logo **is not used**,

- ➔ UHS-licensed vendor use not required

If UH logo **is used**,

- ➔ must use UHS-licensed vendors

#### UH-Sponsored Organizations

UH-sponsored departments administered by students.

Name may include University of Houston and/or UH logo

**Note:** These RSOs receive UH service student fees (distributed through SFAC, employ full-time UH staff personnel, and are considered an 'integral part of the institution' (UH).

Official UH logo and/or logotype required

Any graphic text treatment used to identify such a group must include a UH logotype or logo

**Note:** Some groups, such as the University of Houston Alumni Association, have been granted 'legacy' exceptions to current brand guidelines.

**All** UH brand use guidelines apply, unless group has been granted a "legacy" exemption

**Must** use UHS-licensed vendors

#### Affiliated Organizations

Operate independently from UH, but collaborate

Does not include University of Houston name or UH logo

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