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# The University of Georgia

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## Logo Policy & Compliance Guidelines

This guide outlines the basic requirements for appropriate usage of registered University of Georgia marks in design elements for print publications and for producing merchandise consistent with the Trademark Licensing Policy that has been approved by the University of Georgia Cabinet.

The full text of the policy may be found at:

[www.externalaffairs.uga.edu/policies/nodes/view/203/Logos-and-Trademarks](http://www.externalaffairs.uga.edu/policies/nodes/view/203/Logos-and-Trademarks)

The University of Georgia's current logo system was implemented in 1989 and expanded upon in 1999. In February of 2010, the President's Cabinet approved the comprehensive trademark and logo policy in order to better protect the integrity of the UGA brand and establish policy for registering the trademarks and logos of the University.

Use of the UGA athletic logos follows the same process as identified in the trademark and logo policy approved by the Cabinet. The UGA Athletic Association, Arch Foundation and Alumni Association contracts the Collegiate Licensing Company (CLC) to assist the university and athletic association in identifying key licensees/retailers to market the UGA brand for which a royalty is returned from their (licensee) sales.

Management of both logo systems is the responsibility of the University of Georgia Committee for Trademark Management and Licensing. Its mission is as follows:

- To ensure proper use and application of the trademarks that are associated with the University of Georgia.
- To strengthen the trademarks through relationships with retailers, licensees, campus departments, student organizations, alumni, and fans.
- To generate revenue to enhance private funding for academic support.

**It is not the intent of the University for a school, college or unit to incur additional costs to be compliant with the new policy. Current inventories of merchandise or print material may be used until depleted. Newly printed or manufactured items should have compliant logos.** (see full policy, section 7.2)

### **Registered Logos in Printed Publications**

An official University of Georgia “Arch” logo shall appear on every printed publication. On magazines and newsletters, the logo must appear on the outside cover, either front or back. The words “The University of Georgia” must appear on the front cover of all University publications.

On brochures, post cards, newsletters and other printed pieces, an official logo must appear on the outside of the piece, either front or back.

On stationery and business cards, the University of Georgia has strict guidelines for maintaining its brand image in the public marketplace. The layout, typefaces and positioning of these elements are distinctive to UGA, and may not be altered for personal choice or preference. Employees of UGA are expected to present official business cards and stationery to the external public to maintain a cohesive and recognizable brand. The best way to order business cards and stationery is via the UGA Printing Department’s online order form at:

[www.printing.uga.edu/order.html](http://www.printing.uga.edu/order.html)

Registered logos may not be altered in any way. Text must not appear behind, over or through the official logo. A logo may be reversed out of a photograph or field of color. Text may appear above, below or on either side of the official logo. The marks must never be tilted or upside down.

If you have a question about whether an existing logo in your unit is in compliance, contact Publications Director Alison Huff for advice and possible redesign at [arhuff@uga.edu](mailto:arhuff@uga.edu) .

The official logos, with registration marks, may be downloaded in a variety of formats from: [www.uga.edu/identity/logo.html](http://www.uga.edu/identity/logo.html)

Exceptions to the logo policy may be requested in writing to:

Tom Jackson  
VP Public Affairs  
286 Oconee Street  
Athens GA 30602  
[tjackson@uga.edu](mailto:tjackson@uga.edu)

### **Merchandise with an Official Logo**

To use a registered logo on merchandise such as shirts, coffee mugs, gifts, etc, prior approval is required. Send a copy of the proposed artwork with a completed logo approval form to:

Mary Beth Crumley  
Office of Financial Services  
394 South Milledge Avenue  
Athens GA 30602  
[mcrumley@uga.edu](mailto:mcrumley@uga.edu)

If the artwork is compliant, the logo form will be returned with approval. Keep in mind that a CLC licensed vendor must be used to manufacture your product.

The approval form may be found at:

[www.externalaffairs.uga.edu/forms/pdf/uga\\_logo\\_approval\\_form.pdf](http://www.externalaffairs.uga.edu/forms/pdf/uga_logo_approval_form.pdf)

As with printed logos, alterations to a registered logo are not allowed.

Persons not employed by UGA, including alumni with business interests in selling merchandise with registered logos or other vendors, must apply through the Collegiate Licensing Company (CLC). Due to saturation in some product areas, not every person who applies will be accepted as a licensed vendor. (Policy: 7.1.)

If a UGA department has a supply of merchandise with a non-compliant logo, continue using that stock until it is gone. Any reorder or replenishment of stock must have a compliant logo or mark.

## **Website and Social Media Branding**

Colleges, schools and units of UGA are encouraged to use an official registered Arch logo on websites and affiliated social network sites. However, individuals, including alumni, must obtain approval from UGA External Affairs before using a registered logo on personal sites and fan sites. The logo approval form for merchandise (above) may be used for websites.

## **The University Seal**

Use of the UGA seal is primarily reserved for honorific items, such as diplomas, proclamations and awards. It is seen during the University's most formal occasions, such as commencements and presidential events. The seal is not interchangeable with the Arch logo system.

## **Quick Facts**

Official red for Arch logos: PMS 200

Official font: Galliard

Logo Downloads: [www.uga.edu/identity/logo.html](http://www.uga.edu/identity/logo.html)

The Super G is not available for download. It can be used only by permission of the athletics department.