

# USE OF UNIVERSITY LOGOS ON McCOMBS MATERIALS

This chart is based upon rules and regulations issued by the Board of Regents, and upon policies of the Office of Trademark and Licensing [www.utexas.edu/trademarks/policy](http://www.utexas.edu/trademarks/policy) and the Office of Student Affairs. The information contained on these pages is our best effort to interpret these rules. In all cases, the original sources take precedence over this guideline.

PROMOTIONAL ITEMS (T-shirts, caps, pens and other give-away items.)		PRINTED MATERIALS (Posters, hand-outs, presentation slides, advertisements, etc.)		WEBSITE	
REGISTERED STUDENT ORGANIZATIONS	GBC, UBC, PROGRAMS, DEPARTMENTS AND CENTERS	REGISTERED STUDENT ORGANIZATIONS	GBC, UBC, PROGRAMS, DEPARTMENTS AND CENTERS	REGISTERED STUDENT ORGANIZATIONS	GBC, UBC, PROGRAMS, DEPARTMENTS AND CENTERS
<p><b>GENERAL PRINCIPLES:</b></p> <p><b>1. Protected Trademarks:</b> University trademarks covered under these guidelines include by are not limited to the following: T, UT, Design of Interlocking UT, TEXAS, University of Texas, Design of Longhorn, The University of Texas at Austin, Design of Seal, Tower Logo, Longhorns, BEVO, Caricature of Mascot, Hook 'Em Horns, Design of Hook 'Em Horns, Lady Longhorns, Helmet Design, Steerhead with Texas Design, University of Texas with Longhorn Design, or any version of the McCombs logo or McCombs name, Texas MBA, Texas BBA Texas MPA and Texas BHP.</p> <p><b>2. Follow Logo Guidelines:</b> Download correct logo versions from the website. Do not alter the logo in size, font, proportion, etc. Do not combine the logo with other elements, so that the logo appears to be customized. Do not replace one logo element with another, (ie. putting the longhorn mark in place of the McCombs logo mark).</p> <p><b>3. University Seal is Restricted:</b> The seal may only be used on official university documents.</p> <p><b>4. Student Organization Publication Disclaimer:</b> A disclaimer on all publications, including web, must read: "This is published by [name of student org.], a registered student organization, and is not an official publication of The University of Texas at Austin and does not represent the views of the university or its officers."</p> <p><b>The guidelines below designate situations in which a protected trademark can be displayed. Nothing in this statement precludes the ability of the Office of Trademark Licensing or the McCombs Office of Communications from policing the proper use of university logos.</b></p>					
<p>1. Registered student organizations may not use any protected trademarks in any manner other than to designate the location of an event. Officially-sponsored student organizations may request permission to use.</p> <p>2. The university or school name cannot be used in an event or student organization name. Ex. "McCombs Finance Challenge" is an incorrect use, "Finance Challenge at McCombs" is a correct use.</p> <p>3. Submit application to Office of Communications. If approved, they submit it to the Office of Trademarks &amp; Licensing.</p> <p>4. Promotional items must be printed by UT licensed vendors</p> <p>All other use is prohibited.</p>	<p>1. Permission from the Office of Trademarks &amp; Licensing must be obtained in order to use university logos on promotional items.</p> <p>2. Each use is considered individually.</p> <p>3. Submit application to Office of Communications. If approved, they submit it to the Office of Trademarks &amp; Licensing.</p> <p>4. Promotional items must be printed by UT licensed vendors.</p> <p>All other use is prohibited.</p>	<p>1. Printed materials must be for purposes, events or publications that are supported by your program office, through funding, facilitation or supervision. Program support must be noted.</p> <p>2. Follow logo guidelines for proper placement and use of logos. See web. Remember, the UT longhorn and other university logos are not the primary identifier for McCombs School of Business.</p> <p>3. Logos may be used for class presentation materials without approval.</p> <p>4. Business cards with the McCombs logo are available through the program offices.</p> <p>All other use is prohibited.</p>	<p>1. Printed materials must be for school or university purposes, events and publications. Program support must be noted.</p> <p>2. Follow logo guidelines for proper placement and use of logos. See web. Remember, the UT longhorn and other university logos are not the primary identifier for McCombs School of Business.</p> <p>3. Consult with the Office of Communications if you have questions about proper use. If incorrect use is observed by our staff, you will be asked to correct it.</p> <p>All other use is prohibited.</p>	<p>1. Rules apply to your official student organization website.</p> <p>2. Follow logo guidelines for proper placement and use of logos. Don't alter logos, combine them, etc. Remember, the UT longhorn and other university logos are not the primary identifier for McCombs School of Business.</p> <p>3. Consult with the Web Team or the Office of Communications if you have questions about proper use. If incorrect use is observed by our staff, you will be asked to correct it.</p> <p>All other use is prohibited.</p>	<p>1. Rules apply to your official website.</p> <p>2. Follow logo guidelines for proper placement and use of logos. Don't alter logos, combine them, etc. Remember, the UT longhorn and other university logos are not the primary identifier for McCombs School of Business.</p> <p>3. Consult with the Web Team or Office of Communications if you have questions about proper use. If incorrect use is observed by our staff, you will be asked to correct it.</p> <p>All other use is prohibited.</p> <p>11/13/2008</p>

# USE OF CORPORATE LOGOS ON McCOMBS MATERIALS

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PROMOTIONAL ITEMS (T-shirts, caps, pens and other give-away items.)		PRINTED MATERIALS (Posters, hand-outs, presentation slides, advertisements, etc.)		WEBSITE	
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<p><b>GENERAL PRINCIPLES:</b></p> <p><b>1. No Co-Branding:</b> Corporate logos should not be used in a manner that suggests that the university or school endorses a corporate entity or other non-UT organization.</p> <p><b>2. No Sales Promotion or Expression of Sponsorship Views:</b> Do not display or promote a corporate sponsor's products or services, or express the views of sponsors relative to political issues or other matters of public importance or interest.</p> <p><b>3. Sponsors Can Always Be Acknowledged in Text:</b> Sponsors may be acknowledged for donation of services; products; or financial and research support to the School, using terms such as "sponsored by", "supported by", or "special thanks to." ("Partner" or "partnership" should not be used as this implies a legal relationship.) List the sponsor name in the same font as other surrounding text.</p> <p><b>4. Approvals required:</b> Student organizations must get pre-approval on all designs with the Student Services director. If protected trademarks, such as university or McCombs logos are used on promotional items (by any group), pre-approval must be obtained from the McCombs Office of Communications, who will submit your application to the University's Office of Trademark and Licensing.</p> <p><b>The guidelines below designate situations in which a corporate logo can be displayed.</b></p>					
<p>1. Registered student organizations may use corporate logos on apparel items (e.g. t-shirts and caps) to recognize event sponsors.</p> <p>2. Corporate logos on all other types of giveaways are prohibited during on-campus or University-sponsored events, but may be distributed at off-campus events.</p> <p>3. Corporate logos may only be used when the university or school name is used in a "factual" manner, not as a trademark or trademarked phrase. For example, listing the university as a location of an event is allowed. The text must be the same font as other event information. The request to use the university or McCombs name must be approved.</p>	<p>1. Corporate logos may <u>not</u> be used on promotional items that also contain school or university logos, or stylistic representations of trademarks.</p> <p>2. Corporate logos may only be used when the university or school name is used in a "factual" manner, not as a trademark or trademarked phrase. For example, listing the university as a location of an event is allowed. The text must be the same font as other event information.</p> <p>3. When corporate logos are allowed (see #2), they may not be presented in a manner that indicates a partnership between the university and a sponsor. Design elements that integrate the corporate logo with the university or school name will not be approved.</p> <p>All other use is prohibited.</p>	<p>1. Corporate logos may be used provided that the event or program being promoted is supported by a McCombs program, department or center (through funding, facilitation or supervision). The supporting McCombs organization name must be identified on the material.</p> <p>2. If corporate logos are used with the McCombs logo, they must be the same size as the McCombs logo, or smaller.</p> <p>3. The university or school name cannot be used in the title of the event or program, such as "McCombs Finance Challenge." "Finance Challenge at McCombs" would be okay.</p> <p>All other use is prohibited.</p>	<p>1. Corporate logos may be used on printed materials. The supporting McCombs organization name must be identified on the material.</p> <p>2. If corporate logos are used, they must be the same size as the McCombs logo, or smaller.</p> <p>3. Companies recruiting at McCombs can be identified in printed materials with their corporate logo. The supporting McCombs organization name must be identified on the material.</p> <p>All other use is prohibited.</p>	<p>1. Corporate logos may be used provided that the event or program being promoted is supported by a McCombs program, department or research center (through funding, facilitation or supervision). The supporting organization name must be listed on the site.</p> <p>2. Corporate logos should not exceed 160 pixels x 125 pixels and may not be larger than an official university logo on the same page.</p> <p>3. Corporate names or logos may link to a general corporate website that does not directly promote products or services for sale.</p> <p>All other use is prohibited.</p>	<p>1. Corporate logos may be used on a web page.</p> <p>2. Corporate logos should not exceed 160 pixels x 125 pixels and may not be larger than an official university logo on the same page. They should generally be placed near the bottom of the page, or on a separate sponsor recognition page, in a size appropriate to the assistance and support provided.</p> <p>3. Corporate names or logos may link to a general corporate website that does not directly promote products or services for sale.</p> <p>All other use is prohibited.</p> <p>11/13/2008</p>