DO I NEED TO GO THROUGH TRADEMARKS & LICENSING?

- Is it a reorder or something that was previously approved?
  - Yes: T&L NOT NEEDED. Proceed and comply with McCombs brand standards.
  - No: T&L NEEDED. Proceed to start.

FOR QUESTIONS E-MAIL logorequest@mccombs.utexas.edu.

THE PROCESS FROM START TO FINISH

1. Follow McCombs Brand Standards.
2. Be as thorough as possible when submitting your request.
3. Allow sufficient time (8-10 business days). Keep in mind that University Trademarks manages requests for the entire UT System.
4. Include your product deadline (the date your vendor needs approval by).

LOGO USAGE

- Include TM symbol on all items.
- McCombs is primary.
- Longhorn is secondary.
- Avoid orange on orange.
- Avoid black on orange.
- Avoid drab on drab.
- Use reverse logo.
- White on orange is preferred.

BEST PRACTICES

- Approve McCombs brand standards.
- Be as thorough as possible when submitting your request.
- Allow sufficient time (8-10 business days). Keep in mind that University Trademarks manages requests for the entire UT System.
- Include your product deadline (the date your vendor needs approval by).

THE UNIVERSITY OF TEXAS AT AUSTIN

McCombs School of Business