

BRAND GUIDE & REQUIREMENTS

STUDENT LIFE

GROUP	NAME REQUIREMENTS	LOGO REQUIREMENTS	BRANDING REQUIREMENTS	UH LICENSED VENDOR USE
<p>Registered Student Organizations (RSOs)</p> <p>Refer to Get Involved Database for most current list of 400+ Registered Student Organizations</p>	<p>No name (or design) can state or give the impression that the organization is a unit of the University of Houston.</p> <p>For example: <i>Sample RSO name = Marketing Professional Student Organization</i></p> <ul style="list-style-type: none"> ✔ Marketing Professional Student Organization ✔ Marketing Professional Student Organization at the University of Houston ✘ University of Houston's Marketing Professional Student Organization 	<p>UH logo is not required</p> <p>If UH logo is used,</p> <ul style="list-style-type: none"> ➔ 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 	<p>If UH logo is not used,</p> <ul style="list-style-type: none"> ➔ no branding requirements <p>If UH logo is used,</p> <ul style="list-style-type: none"> ➔ all logo use guidelines apply 	<p>If UH logo is not used,</p> <ul style="list-style-type: none"> ➔ UHS-licensed vendor use not required <p>If UH logo is used,</p> <ul style="list-style-type: none"> ➔ must use UHS-licensed vendors
<p>UH-Sponsored Organizations</p> <p>UH-sponsored departments administered by students.</p>	<p>Name may include University of Houston and/or UH logo</p> <p>Note: <i>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).</i></p>	<p>Official UH logo and/or logotype required</p> <p>Any graphic text treatment used to identify such a group must include a UH logotype or logo</p> <p>Note: <i>Some groups, such as the University of Houston Alumni Association, have been granted 'grandfathered' exceptions to current brand guidelines.</i></p>	<p>All UH brand use guidelines apply, unless group has been granted a "grandfathered" exemption</p>	<p>Must use UHS-licensed vendors</p>
<p>Affiliated Organizations</p> <p>Operate independently from UH, but collaborate</p>	<p>Does not include University of Houston name or UH logo</p>	<p>UH logo is not required</p> <p>If UH logo is used,</p> <ul style="list-style-type: none"> ➔ 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 	<p>If UH logo is not used,</p> <ul style="list-style-type: none"> ➔ no branding requirements <p>If UH logo is used,</p> <ul style="list-style-type: none"> ➔ all logo use guidelines apply 	<p>If UH logo is not used,</p> <ul style="list-style-type: none"> ➔ UHS-licensed vendor use not required <p>If UH logo is used,</p> <ul style="list-style-type: none"> ➔ must use UHS-licensed vendors