Marketing

Logos

OFFICIAL SEAL

The seal is used at formal, universitywide academic functions. **Use is restricted to the UCF Board of Trustees, Office of the President, Office of the Provost, and Office of the General Counsel.**

BEST PRACTICES FOR USING OUR TRADEMARKS

Do not alter the trademarks.

We love our trademarks just the way they are. Please be careful not to stretch, squish or flip them. Also avoid using them as part of a pattern or adding any decoration to them such as drop shadows or inner glows.

Stick to UCF Colors.

Hot pink might be tempting, but please stick with our brand colors of black and bright gold.

UCF INTERCOLLEGIATE ATHLETICS TRADEMARKS

Use of UCF Athletics trademarks is restricted to UCF Athletics

- Cannot be used to represent UCF as a university
- Cannot be used to represent an academic or administrative unit
- Cannot be used in conjunction with the Pegasus, wordmark, monogram, university identifiers, unit identifiers or regional identifiers
- Cannot be used for personal business

Authorized UCF trademark users may use UCF intercollegiate athletics trademarks if they:

- Secure permission in writing from UCF Athletics prior to using the UCF Athletics trademarks in official UCF print or electronic media

UCF Athletics Trademark Licensing: Contact UCF Athletics at 407.823.3198.

From the UCF branding page - https://www.ucf.edu/brand/brand-assets/logo-identity-system/

Student Organization-Logo Information

- All M.D. Student Organizations <u>must be promoted </u>as "XYZ Interest Group *AT* the College of Medicine"
  - Student Organizations are not like COM departments and cannot be branded as such
  - Cannot advertise externally or internally as "UCF COM's XYZ Interest Group" must always precede and be <u>*AT*</u>
- Groups can have group logos or utilize a national logo if representing a chapter
- May <u>not</u> use any of the following in your own group's logo design:
  - The Pegasus
  - The College of Medicine Logo
  - The Athletics Logo
  - Knightro
- Do not alter any UCF logo or trademarked symbol (we don't want to be sued ☺)

Logos

- Any logo'd item purchased using SGA dollars must have the SGA logo on it

- New SGA Logo this year!
  - PNG files are located on the Student Org Webcourse or find by visiting https://studentgovernment.ucf.edu/records/branding/

- Can use the COM logo on flyers for events taking place at COM
  - All flyers must be approved by a member of the Student Services Team