Use of University Name, Word Marks, and Logos by Registered Student Organizations

Student organizations registered and in good standing with the University of Wisconsin-River Falls may produce items that bear registered marks only under the following circumstances:

1) Organizations should purchase items manufactured by vendors authorized to use University of Wisconsin-River Falls registered marks. For a current list of registered vendors visit [www.uwrf.edu/Administration/ViceChancellor/](http://www.uwrf.edu/Administration/ViceChancellor/)

2) Any use of the university’s name, as well as word marks and logos that are part of the institution’s trademark portfolio must be clearly and directly associated with the student organization. That is, organizations are prohibited from purchasing and/or selling items that simply promote, name, or use marks of the University of Wisconsin-River Falls without a clear and direct association to the club or organization. This approach limits competition with our licensed vendors.

3) Student organizations must submit an approved waiver along with the artwork/designs prior to purchasing or agreeing to purchase items. Such approval can be obtained by the licensed vendor through the Office of the Office of the Assistant Chancellor for Business and Finance at the University of Wisconsin-River Falls (715-425-3737). For more information about university logo standards visit [www.uwrf.edu/UniversityCommunications/Design.cfm](http://www.uwrf.edu/UniversityCommunications/Design.cfm)

4) The use of the words; UWRF, UW-River Falls and University of Wisconsin-River Falls are also registered and require the approved waiver from the Office of the Assistant Chancellor for Business and Finance at the University of Wisconsin-River Falls (715-425-3737).
For a UWRF organization/club to use UWRF registered marks* on equipment, apparel or promotional products, the following stipulations must be followed:

- Acceptable marks for use by a recognized UWRF student organization/club include:

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UW River Falls
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- Any use of these marks by a recognized UWRF student organization requires the display of the organization name in conjunction with the mark.

- The use of any of these marks by a recognized UWRF student organization/club require the indication of the program status/designation (i.e. "Club" or "Organization") if there is a similar varsity-level program.

  Examples:
  "UW-River Falls Wrestling" is acceptable (no existing varsity sport)
  "UW-River Falls Women's Soccer" is not acceptable (existing varsity sport)
  "UW-River Falls Women's Soccer Club" is acceptable

- A registration mark (®) is required next to a registered UWRF mark if displayed on any product that will be offered to the public, or when the product shows an additional registered mark(s) (i.e. the Nike swoosh).

- Positioning of any registered UWRF mark in close proximity to another mark must follow UWRF graphic standards as defined at http://www.uwrf.edu/UniversityCommunications

In an effort to limit competition with our licensed vendors, the use of other UWRF registered marks by student organizations is restricted.

To avoid confusion with official UWRF Falcon logos, the use of other falcon-like images for registered student organizations is prohibited.

* The use of the words; UWRF, UW-River Falls and University of Wisconsin-River Falls are also registered and require the approved waiver from the Office of the Assistant Chancellor for Business and Finance at the University of Wisconsin-River Falls (715-425-3737).