



# LOGO GUIDE

## STUDENT ORGANIZATIONS



While student organizations are an important part of the college experience, they are not considered to be a sponsored entity of UCF. Therefore, Registered Student Organizations are not authorized to use University trademarks or logos (including the Pegasus and UCF Wordmark).

Additionally, RSOs cannot use “UCF” or “University of Central Florida” before the organization name, indicating sponsorship by the University. Organizations may only use them following the organization name, preceded by “at,” as in “Organization Name at UCF,” which only indicates where the organization is based.



## UCF FACULTY AND STAFF



### Business Services

#### UNIVERSITY OF CENTRAL FLORIDA

Employees are encouraged to use their unit identifiers on all promotional items for their departments. If a non-athletic department seeks to use Knightro in any of their promotional items, they must obtain approval through University Licensing. UCF Departments may request a unit identifier from UCF Marketing’s website at <https://brand.ucf.edu/trademarks-logos/>

## OFFICIAL SEAL



The seal is used at formal, university wide 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.**

## STUDENT SPORTS CLUBS



Registered Student Organizations that are classified as Sports Clubs may only use the “Knighthead” logo. The UCF stacked logo should NOT be used. Sports Clubs may only use “UCF” or “University of Central Florida” preceded by “at” as in “Sports Club at UCF.”

Approval of Athletics trademarks or logos must be secured through University Licensing at 407-823-3539 or 407-823-4506. All RSOs must follow standards with regards to color, size, use, and other characteristics as specified by University Marketing or Intercollegiate Athletics.

Some RSOs may want to create a logo for their group. RSOs may not alter or use any part of a University or Intercollegiate Athletics trademarks. Even if the group does not use a University or Intercollegiate Athletics trademark or logo in its organizational logo, the group still may need approval if using the word “Knights.” For guidance on this, groups are encouraged to review the University Licensing website.

Student organizations that are in violation of these rules may receive “Cease and Desist” orders from the University’s General Counsel office, may be subject to student conduct sanctions, and may lose their registration status with OSI.