

# ADDITIONAL INFORMATION FOR RSOs

## UH LOGO USE POLICY FOR STUDENT ORGANIZATIONS

An additional privilege given to registered student organizations is the use of the University of Houston logo. This policy is governed by the [University of Houston Marketing and Communications](#). Any student organization or event should refer to [this chart](#) for information on the brand review process.

UH student organizations and intramural sports teams/clubs are a vital part of the UH campus community. They serve as bridges that connect students to national organizations outside of UH. It is important that both the national organizations and UH community identities are represented as distinct and equal. An example: If a student organization is a chapter of a national professional organization then both the identities of UH and the professional organization needs to be recognizable within the context of that student organization's materials.

These guidelines will help student organizations display the UH brand separately from that of their national organizations. All UH student organizations are required to follow these Graphic Standards when using UH logos, symbols, branding and intellectual property.

- UH student groups are required to follow all [UH Graphic Standards](#) that apply to UH students, whether specifically or implicitly. It is important to remember that the UH name, logos and other elements of the UH brand are registered and trademarked property of the University of Houston that are made available to students to use, just as library books and other resources can be borrowed or rented to help students achieve their goals. Upholding the policies stated in the UH Graphic Standards help insure that these resources maintain their integrity over time.
- UH student groups should follow UH Graphic Standards that guide the use, placement and appearance of the University of Houston name, logos, symbols, and other intellectual property.
- As with any other group or individual using [UH logos](#). UH student groups should refrain from integrating, attaching or combining the University of Houston name or logo with their organizations' logo, initials, or other symbols. An organization's logos, initials and symbols may include, but not be limited to, Greek letters, crests, mascots, etc. Each logo can appear separately on a single communication, marketing, or promotional piece.
- When using the University of Houston name, logos, symbols, and other intellectual property, UH student groups are required to use licensed vendors to print and produce items bearing UH logos. You can find a list of vendors licensed by emailing [branding@uh.edu](mailto:branding@uh.edu).
- To receive the appropriate logo files for projects that don't require a vendor, UH student groups should request them from the Director of Student Affairs IT Services and Special Programs (832-842-4845) in the Student Center. In some cases, the student organization may need assistance from the Director to help them submit an Intellectual [Property Use Permission form](#) to request use of UH logos.
- When using the University of Houston name, logos, symbols, and other intellectual property, UH student groups are required to submit final proofs, preferably in PDF format, to [branding@uh.edu](mailto:branding@uh.edu) as part of the [brand review process](#).

# E-MAIL ACCOUNTS

Registered student organizations are eligible to receive a UH e-mail account through the University Information Technology department. Student organizations that are interested should contact the Center for Student Involvement to begin the process of establishing an e-mail account.

For more information, please visit the [University Information Technology](#) page about Sponsored Accounts.