

# BRAND GUIDE & REQUIREMENTS

## STUDENT LIFE

GROUP	NAME REQUIREMENTS	LOGO REQUIREMENTS	BRANDING REQUIREMENTS	UH LICENSED VENDOR USE
<p><b>Registered Student Organizations (RSOs)</b></p> <p>Refer to <b>Get Involved Database</b> 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><b>For example:</b>  <i>Sample RSO name = Marketing Professional Student Organization</i></p> <ul style="list-style-type: none"> <li>✔ Marketing Professional Student Organization</li> <li>✔ Marketing Professional Student Organization at the University of Houston</li> <li>✘ University of Houston's Marketing Professional Student Organization</li> </ul>	<p>UH logo is <b>not required</b></p> <p>If UH logo <b>is used</b>,</p> <ul style="list-style-type: none"> <li>➔ item must comply with UH logo use guidelines</li> <li>➔ item must be approved by UH Branding</li> <li>➔ item must be produced by UHS-licensed vendor</li> <li>➔ UH Branding will verify that UH logo use does not misrepresent the RSO as an official unit of the university</li> </ul>	<p>If UH logo <b>is not used</b>,</p> <ul style="list-style-type: none"> <li>➔ no branding requirements</li> </ul> <p>If UH logo <b>is used</b>,</p> <ul style="list-style-type: none"> <li>➔ all logo use guidelines apply</li> </ul>	<p>If UH logo <b>is not used</b>,</p> <ul style="list-style-type: none"> <li>➔ UHS-licensed vendor use not required</li> </ul> <p>If UH logo <b>is used</b>,</p> <ul style="list-style-type: none"> <li>➔ must use UHS-licensed vendors</li> </ul>
<p><b>UH-Sponsored Organizations</b></p> <p>UH-sponsored departments administered by students.</p>	<p>Name may include University of Houston and/or UH logo</p> <p><b>Note:</b> <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><b>Note:</b> <i>Some groups, such as the University of Houston Alumni Association, have been granted 'grandfathered' exceptions to current brand guidelines.</i></p>	<p><b>All</b> UH brand use guidelines apply, unless group has been granted a "grandfathered" exemption</p>	<p><b>Must</b> use UHS-licensed vendors</p>
<p><b>Affiliated Organizations</b></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 <b>not required</b></p> <p>If UH logo <b>is used</b>,</p> <ul style="list-style-type: none"> <li>➔ item must comply with UH logo use guidelines</li> <li>➔ item must be approved by UH Branding</li> <li>➔ item must be produced by UHS-licensed vendor</li> <li>➔ UH Branding will verify that UH logo use does not misrepresent the RSO as an official unit of the university</li> </ul>	<p>If UH logo <b>is not used</b>,</p> <ul style="list-style-type: none"> <li>➔ no branding requirements</li> </ul> <p>If UH logo <b>is used</b>,</p> <ul style="list-style-type: none"> <li>➔ all logo use guidelines apply</li> </ul>	<p>If UH logo <b>is not used</b>,</p> <ul style="list-style-type: none"> <li>➔ UHS-licensed vendor use not required</li> </ul> <p>If UH logo <b>is used</b>,</p> <ul style="list-style-type: none"> <li>➔ must use UHS-licensed vendors</li> </ul>