# Branding Guidelines for Student Organizations

<table>
<thead>
<tr>
<th>Group</th>
<th>Name Requirements</th>
<th>Logo Requirements</th>
<th>Branding Requirements</th>
<th>Licensed Vendor Use</th>
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<tr>
<td><strong>University Sponsored</strong></td>
<td>Name may include University of Houston–Clear Lake.</td>
<td>Official UHCL logo lockup <strong>required.</strong></td>
<td><strong>All</strong> UHCL brand use guidelines apply.</td>
<td><strong>Must</strong> use UHS licensed vendors.</td>
</tr>
<tr>
<td></td>
<td><strong>Official UHCL-funded organizations administered by students.</strong></td>
<td>Any graphic text treatment used to identify such a group <strong>must</strong> include a UHCL logo or logo lockup.</td>
<td></td>
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</tr>
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</table>
| **Registered Student Organizations (RSOs)** | No name (or design) can state or give the impression that the organization is a unit of the University of Houston–Clear Lake. **For example:** *Sample RSO name = Indian Student Organization* ✔ Indian Student Organization ✔ Indian Student Organization at University of Houston–Clear Lake ✗ University of Houston–Clear Lake’s Indian Student Organization | UHCL logo is not required. **Official UHCL logos cannot be used as part of an official organization logo.**  
If UHCL logo *is* used on promotional materials,  
item must comply with UHCL logo use guidelines.  
item must be approved by UHCL Brand Guide.  
item must be produced by UHS-licensed vendor.  
UHCL Brand Guide will verify that UHCL logo use does not misrepresent the RSO as an official unit of the university. | If UHCL logo *is not* used on promotional materials,  
no brand guidelines are required.  
If UHCL logo *is* used,  
**must** use UHS-licensed vendors.  
If UHCL logo *is not* used,  
UHS-licensed vendor use *not* required.  
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**must** use UHS-licensed vendors.  
If UHCL logo *is not* used,  
UHS-licensed vendor use *not* required. |
| **Affiliated Organizations** | No name (or design) can state or give the impression that the organization is a unit of the University of Houston–Clear Lake. **For example:** *Sample RSO name = Indian Student Organization* ✔ Indian Student Organization ✔ Indian Student Organization at University of Houston–Clear Lake ✗ University of Houston–Clear Lake’s Indian Student Organization | UHCL logo is not required. **Official UHCL logos cannot be used as part of an official organization logo.**  
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