

# What to KNOW about using LOGOS

## THE BASICS

Officially registered student organizations may utilize UNC names and logos to associate their group with the University. Student organizations may purchase product bearing university names and logos as long as those items are purchased from licensed vendors and the artwork has been approved by the Office of Trademarks and Licensing. A list of licensed, local vendors can be found at [www.licensing.unc.edu](http://www.licensing.unc.edu). If the merchandise is for group members, at cost, the vendor will not have to pay royalties on the items. If the merchandise is for resale, even as a fundraiser for charity, royalties must be paid. The licensee will coordinate the royalty payment and should build it into your item price. Remember, all net revenue from the trademark licensing program is directed to student scholarships.

## THE DO's and DO NOT's of ARTWORK

### DO

- **DO** use a licensed vendor to produce the items.
- **DO** include the name of the organization on the item.
- **DO** use the proper trademark designations (i.e. ® or TM) with all UNC names (“UNC”, “University of North Carolina”, “Carolina”, “Tar Heels”, “North Carolina”, etc.) and logos (Interlocking NC, Tar Heel Foot, Rameses, Old Well, etc.).
- **DO** get all artwork approved by the Office of Trademarks and Licensing prior to production.
- **DO** plan ahead. Coordinating designs, approvals and production takes time.

### DO NOT

- **DO NOT** alter any of the university's trademarks.



- **DO NOT** use the university's brand in conjunction with any products or designs that may be harmful to the image of the university. This includes references to alcohol, drugs, profanity or material that may be considered demeaning to individuals, groups or other institutions.
- **DO NOT** use designs that are confusingly similar to the trademarks or copyrights of other brands or individuals.

**FOR ANY QUESTIONS, PLEASE CONTACT:**

**OFFICE OF TRADEMARKS AND LICENSING | ENTERPRISES.UNC.EDU/LICENSING**

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