UNIVERSITY OF GEORGIA
Development & Alumni Relations

Guidelines for Trademarks, Logos, and Merchandise

Trademarks and Merchandise Policy

The university's trademark policy applies to all designed artwork for chapter or council merchandise or marketing materials. No alterations of the university marks or logos are allowed. Prior to print production, artwork must be sent to your chapter or council Alumni Relations liaison.

If the chapter or council does not have explicit permission from UGA Alumni Relations staff, they are not authorized to use a mark, logo, design, or verbiage even if a printer is willing to print the job without it. **Chapters and councils cannot print merchandise until official approval is granted.**

The Alumni Relations team will work directly with vendors to print all merchandise. Anything printed or produced without this prior approval, may not be eligble for reimbursement. All merchandise production is required to be done through a vendor licensed with UGA.

Digital Marketing Materials

For social graphics and any other digital materials, your chapter or council liaison reserves the right to contact you and ask you to remove or stop using any materials not in compliance with this policy and University of Georgia trademark guidelines.

New Chapter or Council Logos

Alumni Relations staff will coordinate with UGA Central Marketing to produce and provide any official trademarked chapter or council logos. All requests for a chapter or council logo should come through Alumni Relations staff.