



# PROMOTIONAL PRODUCTS & LICENSING GUIDELINES FOR REGISTERED STUDENT ORGANIZATIONS

Student organizations are an important part of the college experience, however, they are not considered to be a sponsored entity of UCF. Registered Student Organizations (RSOs) are not authorized to use University trademarks or logos (including the Pegasus and UCF Wordmark). Additionally, RSOs cannot use “UCF” or “University of Central Florida” before the organization name, indicating sponsorship by the University. Organizations may only use them following the organization name, preceded by “at,” as in “Organization Name at UCF,” which only indicates where the organization is based.

## Branding Standards

Designs that mimic UCF logos or trademarked elements, or that create the impression of an official UCF mark, are prohibited.

Student groups may only use “UCF” or “University of Central Florida” after their organization name and preceded by “at” or “@” as in “Student Group at UCF.”  
**Student groups may not use any University logos.**

Use of the verbiage “UCF,” “University of Central Florida,” or any university motto is required to be produced by an officially UCF licensed company.

If a student group seeks to use Knightro in any of their promotional items, they must obtain approval through University Licensing and UCF Athletics.

To review the Knightro policy, please visit [businessservices.ucf.edu/licensing/](https://businessservices.ucf.edu/licensing/)

Designs utilizing trademarks from other entities or derivatives of those marks will not be approved without written permission from the trademark holder.

Inappropriate language, references to drugs, alcohol, gambling, or firearms are not permitted on designs.

## Finding a Licensed Vendor

To design and order branded merchandise, please work with an established university licensee - a vendor who is authorized to produce products using UCF trademarks. You can find approved licensees at [clc.com/license-search/](https://clc.com/license-search/)

1. Identify the product of interest.
2. Select UCF under the ‘Pick a School’ dropdown to identify licensees with that product.

A complete list of all current licensed vendors can be provided upon request by filling out the contact us form at [businessservices.ucf.edu/licensing/](https://businessservices.ucf.edu/licensing/).

## How to Order

1. Select a licensed vendor from the approved list.
2. Collaborate with the licensee on your design.
3. Once you place your order, the licensee submits the artwork to University Licensing for review.
4. University Licensing works directly with the licensee to approve the design or request changes. For extensive revisions, University Licensing may contact the product purchaser directly to assist in finalizing the design.

## Co-branding/Sponsorships

When co-branding an event or adding a sponsor to shirts bearing club names that include “UCF” or “University of Central Florida,” you must obtain co-branding approval from University Licensing.

**Co-branding and sponsorships may not conflict with University sponsors or contracts.**

For questions on potential sponsorship or co-branding conflicts, please reach out to University Licensing.

## Contact University Licensing

Sue Gonzalez | [sue.gonzalez@ucf.edu](mailto:sue.gonzalez@ucf.edu)

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