



PROMOTIONAL PRODUCTS & LICENSING GUIDELINES FOR UCF DEPARTMENTS AND EMPLOYEES

University Licensing ensures UCF trademarks only appear on quality products with minimal risk to the University and consumers. Marks, logos, symbols, nicknames, and other identifiers associated with the University of Central Florida are considered trademarks. All trademark usage on promotional or retail products requires approval from University Licensing.

Branding Standards

Promotional products may only be produced by vendors who are officially licensed by UCF.

Employees are encouraged to use their unit identity lockup on promotional items for their departments. When using your unit identity lockup or any academic logo, you must follow University Brand & Marketing's branding guidelines.

More information on branding rules can be found here: ucf.edu/brand/

Find your unit identity lockup here: ucf.edu/brand/uil-search/

Academic departments are not permitted to use athletic logos without written permission from UCF Athletics, University Licensing, and University Brand & Marketing. Examples of athletic logos include the stacked UCF, the Knighthead logo, the Knights script logo, and Space U.

If a non-athletic department 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/

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

Use of university vintage marks such as the Citronaut logo is strictly limited and requires approval from University Licensing prior to use. Permission will only be granted for university-wide, large-scale events.

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/

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/.

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 UCF employee directly to assist in finalizing the design.

Co-branding/Sponsorships

When ordering products with a sponsor's logo or any co-branding, please include your unit identity lockup and obtain permission from the external entity to use their logo. The tab logo may not be used with sponsors unless the initiative is university-wide and has been fully vetted by University Athletics, University Brand and Marketing, and University Licensing.

Co-branding and sponsorships must not conflict with existing University sponsors or contracts. The stacked UCF logo is reserved exclusively for sponsorships with UCF Athletics.

If you have questions about potential sponsorship or co-branding conflicts, please contact University Licensing.

Contact University Licensing

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