



PROMOTIONAL PRODUCTS & LICENSING GUIDELINES FOR REGISTERED STUDENT SPORT CLUBS

Sports Clubs must be officially recognized by the UCF Recreation and Wellness Center. When using their name, clubs may identify themselves as “Sports Club Name at UCF” or “Sports Club Name at the University of Central Florida” to show their connection to the university. Only Sports Clubs are allowed to use the athletic Knighthead logo in their branding. The Knighthead logo should always be smaller than the club’s name and is meant to create a subtle connection to UCF, not to be the main focus of the club’s identity. Sports Clubs are not permitted to use any other UCF trademarks, including the Citronaut, Pegasus, Space U, or similar university marks.

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”

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

Registered Student Sport Clubs are permitted to use the knight head logo on uniforms and team gear. The sport club name should be clearly visible and in the same design when using the knight head logo. The knight head logo is no longer permitted to be used in the case of the following:

- The club wishes to have a sponsor logo on the items
- The club wishes to sell items to customers outside of the team or for a profit/fundraising campaign.

All designs utilizing any university copyright requires University Licensing approval prior to production/use.

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/

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

Innapropriate 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/

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 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

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