

Group	Name Requirements	Logo Requirements	Branding Requirements	Licensed Vendor Use
<p>University Sponsored</p> <p><i>Official UHCL-funded organizations administered by students.</i></p>	<p>Name may include University of Houston-Clear Lake.</p>	<p>Official UHCL logo lockup required.</p> <p>Any graphic text treatment used to identify such a group must include a UHCL logo or logo lockup.</p>	<p>All UHCL brand use guidelines apply.</p>	<p>Must use UHS licensed vendors.</p>
<p>Registered Student Organizations (RSOs)</p> <p><i>Student organizations that have been registered with Student Involvement and Leadership but who are not funded by UHCL</i></p>	<p>No name (or design) can state or give the impression that the organization is a unit of the University of Houston-Clear Lake.</p> <p>For example:</p> <p><i>Sample RSO name = Indian Student Organization</i></p> <ul style="list-style-type: none"> ✓ Indian Student Organization ✓ Indian Student Organization at University of Houston-Clear Lake ✗ University of Houston-Clear Lake's Indian Student Organization 	<p>UHCL logo is not required. Official UHCL logos cannot be used as part of an official organization logo.</p> <p>If UHCL logo is used on promotional materials,</p> <ul style="list-style-type: none"> ➔ item must comply with UHCL logo use guidelines. ➔ item must be approved by UHCL Brand Guide. ➔ item must be produced by UHS-licensed vendor. <p>➔ UHCL Brand Guide will verify that UHCL logo use does not misrepresent the RSO as an official unit of the university.</p>	<p>If UHCL logo is not used on promotional materials,</p> <ul style="list-style-type: none"> ➔ no brand guidelines are required. <p>If UHCL logo is used on promotional materials,</p> <ul style="list-style-type: none"> ➔ all logo use guidelines apply. 	<p>If UHCL logo is not used,</p> <ul style="list-style-type: none"> ➔ UHS-licensed vendor use not required. <p>If UHCL logo is used,</p> <ul style="list-style-type: none"> ➔ must use UHS-licensed vendors.
<p>Affiliated Organizations</p> <p><i>These organizations operate independently of the University of Houston-Clear Lake, but collaborates with other larger sponsored organizations and departments.</i></p>	<p>No name (or design) can state or give the impression that the organization is a unit of the University of Houston-Clear Lake.</p> <p>For example:</p> <p><i>Sample RSO name = Indian Student Organization</i></p> <ul style="list-style-type: none"> ✓ Indian Student Organization ✓ Indian Student Organization at University of Houston-Clear Lake ✗ University of Houston-Clear Lake's Indian Student Organization 	<p>UHCL logo is not required. Official UHCL logos cannot be used as part of an official organization logo.</p> <p>If UHCL logo is used on promotional materials,</p> <ul style="list-style-type: none"> ➔ item must comply with UHCL logo use guidelines. ➔ item must be approved by UHCL Brand Guide. ➔ item must be produced by UHS-licensed vendor. <p>➔ UHCL Brand Guide will verify that UHCL logo use does not misrepresent the RSO as an official unit of the university.</p>	<p>If UHCL logo is not used on promotional materials,</p> <ul style="list-style-type: none"> ➔ no brand guidelines are required. <p>If UHCL logo is used on promotional materials,</p> <ul style="list-style-type: none"> ➔ all logo use guidelines apply. 	<p>If UHCL logo is not used,</p> <ul style="list-style-type: none"> ➔ UHS-licensed vendor use not required. <p>If UHCL logo is used,</p> <ul style="list-style-type: none"> ➔ must use UHS-licensed vendors.