**How to Use Bucky: The Do’s and Don’ts**

**Naming Guidelines for Student Organizations**
- **DO** disclose any community, state, national, or international affiliations of your student organization by listing them on the registration application form
- **DON’T** use any form of UW-Madison as the BEGINNING WORD(S) of the name of your student organization

**University Logos and Trademarks**

**University Insignia**
- **DO** vary the size of UW logos, symbols, and marks, BUT
- **DON’T** otherwise alter, tamper with, modify, incorporate into other marks, or overprint them with other words or design elements

**To Use Insignia as a Third Party:**
- **DO** contact the Office of Trademark Licensing, which can assist you in providing information on becoming a licensed company
- **DON’T** utilize UW-Madison Insignia without obtaining a license

**To Use University Indicia for your Campus Organization**
- **DO** obtain approval from the Office of Trademark Licensing
- **DO** list the name of your RSO in close proximity to the university insignia being used
- **DO** submit your request to the Office of Trademark Licensing, University of Wisconsin, Camp Randall Stadium, 1440 Monroe Street, Madison, WI 53711 with the following components:
  - the completed request form on your RSO’s letterhead
  - how you intend to use the indicia on promotional material
  - an actual design/layout of how the indicia will be used
- **DO** contact Cindy Van Matre (cvm@athletics.wisc.edu) or Laurie Lind (LLL@athletics.wisc.edu) for more information or visit www.licensing.wisc.edu
- **DON’T** use non-university business or non-profit organization logos (listing the name is small print is okay) in close proximity to University insignia

**Cost of University Indicia**
- **DO** pay royalties when the item is:
  - intended for resale of any kind
  - includes a commercial message, sponsor, or endorsement (regardless of size)
  - is used as a promotional marketing device for a particular event