



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 licensing@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 in 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