MARKETING COUNCIL
CAMPUS TRADEMARKS AND LICENSING
9/25/19
UNIVERSITY TRADEMARKS
WHAT IS A TRADEMARK?

A trademark is a word, symbol, design, combination word and design, slogan, or even a distinctive sound, that identifies and distinguishes the goods or services of one party from those of another.

All variances of names and visual representations of the University of California San Diego are considered university trademarks.
<table>
<thead>
<tr>
<th>TRADEMARKED (TM)</th>
<th>REGISTERED (®)</th>
</tr>
</thead>
<tbody>
<tr>
<td>UC San Diego™</td>
<td>UNIVERSITY OF CALIFORNIA SAN DIEGO ®</td>
</tr>
<tr>
<td>UCSan Diego™</td>
<td>UC San Diego TRITONS ®</td>
</tr>
<tr>
<td>College logos</td>
<td>Usage limited to orders purchased by the UC San Diego Bookstore</td>
</tr>
<tr>
<td>University of California San Diego ™</td>
<td></td>
</tr>
<tr>
<td>UC San Diego ™</td>
<td></td>
</tr>
</tbody>
</table>

**Notes:**
- Usage limited to orders purchased by the UC San Diego Bookstore.
<table>
<thead>
<tr>
<th>TRADEMARKS REQUIRED</th>
<th>NO TRADEMARKS NEEDED</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Imprinted products, apparel, and merchandise</strong></td>
<td><strong>Printed paper collateral</strong></td>
</tr>
<tr>
<td>• T-shirts</td>
<td>• Brochures</td>
</tr>
<tr>
<td>• Water bottles</td>
<td>• Invitations</td>
</tr>
<tr>
<td>• Pens</td>
<td>• Flyers</td>
</tr>
<tr>
<td>• Tote bags</td>
<td>• Posters</td>
</tr>
<tr>
<td>• Buttons</td>
<td><strong>Digital</strong></td>
</tr>
<tr>
<td>• Other giveaways</td>
<td>• Websites</td>
</tr>
<tr>
<td></td>
<td>• Digital graphics</td>
</tr>
<tr>
<td></td>
<td>• PowerPoints</td>
</tr>
</tbody>
</table>
DESIGN EXPECTATIONS
DESIGN EXPECTATIONS

• UC San Diego, not UCSD.

• The campus logo should be on all branded products.

• For academic and administrative units, the official campus logo is always preferred over athletics logos or setting the campus name in regular type.

• The logo does not need to be the most dominant element, but it should be prominent enough to clearly communicate a connection to campus.
DESIGN EXPECTATIONS

- All brand guidelines regarding color, spacing, etc. should be followed when designing products.

- Trademark symbols for the campus name and marks must be included, as indicated on CLC art sheets. Sizing can vary based on the piece, but the designer is responsible for including the marks.

- Technical or size constraints? Contact CSP.
DESIGN EXPECTATIONS: STUDENT ORGANIZATIONS

• Registered student organizations cannot use the campus logos.
• They may include “at UC San Diego” to indicate their location at the university.
• Custom student organization logos are permitted, but the words “UC San Diego” must include the proper TM.
PROCESS FOR ORDERING BRANDED PRODUCTS

• All vendors must be licensed via CLC. This protects our brand and minimizes the risk of using a vendor who employs business practices counter to the UC code of conduct.

• Licensed vendors submit art through CLC’s web portal for review.
  → The Office of Trademark and Licensing reviews for appropriate trademark symbols.
  → CSP reviews for brand consistency.

• Review adds time to the overall approval and manufacturing process. Please plan accordingly.
TIPS FOR SMOOTH APPROVALS
DO include the campus logo or appropriate unit sub-brand.
DO include proper trademarks.
**DO** include an appropriate amount of space between the campus logo and other elements.
DO use correct colors for campus logos
DO include proper TM symbols on college merch
**DO** contact Creative Services and Publications or the Office of Trademark and Licensing with questions!
RESOURCES
LICENSING RESOURCES

- CLC’s website
  → imgcollegelicensing.com
- Search for licensed vendors and products
  → imgcollegelicensing.com/Licensing-Info/Client-License-List.aspx
- Become a licensed vendor
  → imgcollegelicensing.com/Licensing-Info.aspx
CAMPUS RESOURCES

- Campus brand guidelines
  → brand.ucsd.edu
  → ucpa-brand@ucsd.edu

- Office of Trademark and Licensing
  → ucsandiegobookstore.com/t-trademark.aspx
  → UCSDLicensing@ad.ucsd.edu
THANK YOU