

Naming Your Organization

If desired, registered student organizations may represent their affiliation with USF textually in their name and logo. Registered student organizations may do so but **must follow this format with the student organization name first, then the word “at”, ending with the university reference and service mark:** “[organization name] at USFSM” or “[organization name] at the University of South FloridaSM”.

Student organizations with direct affiliation with USF Health may represent this relationship per the format above replacing the university reference with “USF HealthSM”. This alternative will be reviewed by marketing and communications staff for approval before usage is granted. The same is true of organizations with direct affiliation with a college.

The USF reference in a name or logo must be set in a font that coordinates with the organization’s logo and **not artwork extracted from the university logos**. Student organizations **are not permitted to use the university logos or assets** as their own.

If a student organization has already included the USF reference in their name based on previous guidelines, they are fine to continue as is or to modify their official name by dropping the USF reference. This can be completed in BullsConnect.

Guidelines for Usage of University Name, Logos and Assets

USF has registered its logos and assets as a means of protecting them from unauthorized use and abuse, and permission is required from the appropriate communications and marketing department before any logos/assets may be reproduced.

In general, **student organizations are not permitted to use university logos**. Student Government and official competitive sports clubs are granted exceptions with restrictions and required approval.

Additionally, permission to use an illustration, likeness, or photo of Rocky D. Bull, the official university mascot, is also required before the image may be reproduced.

Organizations wanting to use the **university name** in their organization logo may do so but **must follow this format with the student organization name first, then the word “at”, ending with the university reference and service mark:** “[organization name] at USFSM” or “[organization name] at the University of South FloridaSM”.

Student organizations with direct affiliation with USF Health may represent this relationship per the format above replacing the university reference with “USF HealthSM”. This alternative will be

reviewed by marketing and communications staff for approval before usage is granted. The same is true of organizations with direct affiliation with a college.

The USF reference in a name or logo must be set in a font that coordinates with the organization's logo and **not artwork extracted from the university logos**. Student organizations **are not permitted to use the university logos or assets** as their own.

If a registered student organization wants to use the university name textually, but not as part of their own name or logo, they may do so on materials in a **distinctly separate area from their logo or name with the university referenced as follows**: "USF®" or "University of South Florida®". For example, on a t-shirt, the organization logo/artwork can appear on the front with the USF reference appearing in typography on the sleeve or back of the shirt. Note that a copyright symbol is used in this instance.

Student organizations are encouraged (but not required) to use USF's colors of green and gold when designing t-shirts, other apparel or promotional items. Color references can be found in the [university Brand Guidelines](#).

Student organizations making purchases with A&S granted funds are required to include their full name on any marketing materials and apparel.

Any student organization with questions about university assets usage may contact [Student Success Communications and Marketing](#). Learn more [at the Use of USF Name and Symbols-Policy 0-215](#).