



UNIVERSITY of
SOUTH FLORIDA

Registered Student Organization (RSO) Artwork Guidelines

VERSION 1.0 // UPDATED DECEMBER 2025

Registration Status

All student groups purchasing items that reference USF, University of South Florida, USF Health, full OR abbreviated college name **must be a registered student organization appearing on BullsConnect**. Since student organizations are independent entities that operate separately from the university, this process ensures that all guidelines are followed to protect the integrity of the USF brand.

Registered Student Organizations (RSOs)

Description	Permitted to reference USF?
Officially registered through BullsConnect	ALLOWED in approved formats only

Unregistered Student Group

Description	Permitted to reference USF?
Not officially registered with USF	X NOT ALLOWED to reference USF or any affiliated college or school

RSO Fundraising

Funding Source	Permitted to Sell for Fundraising?
Activity & Service Fee*	X NOT ALLOWED Items purchased using A&S funds must be given away and are not permitted to be sold for fundraising.
Personal Funds	✓ ALLOWED Items purchased using personal funds may be sold for fundraising.

**Activity & Service Fee (A&S) funds are university funds that are allocated by Student Government to eligible RSOs.*

Vendor Selection

Funding Source	Vendor Guidelines
Activity & Service Fee*	If using A&S funds, the RSO must first get a quote from a <u>preferred vendor</u> . They can use a non-preferred vendor if they can demonstrate that their prices are more competitive than the preferred vendor, or if the preferred vendors do not offer the product. Two quotes will need to be provided. If they are referencing USF in the artwork, the chosen vendor must be licensed by the university.
Personal Funds	If using personal funds, the RSO can purchase from any vendor as long as they are not referencing the university in the artwork. If the artwork is referencing the university, they must follow the same steps as A&S funding above.

RSO Use of University Logos, Colors and Assets

Official USF logos and trademarks (Bull U, university logo lockup, etc)	✗ NOT ALLOWED* Student organizations are considered independent entities and not permitted to use university logos.
Rocky D. Bull	✗ NOT ALLOWED Rocky's likeness is protected by the university.
USF Color Palette & Fonts	✓ ALLOWED May be used freely by RSOs, but not required.
Generic Bull Artwork (not a Rocky derivative)	✓ ALLOWED Subject to approval from Athletics and University Communications and Marketing (UCM).
“Go Bulls” Hand Gesture	✓ ALLOWED WHEN: “USF” or “University of South Florida” is also present in an approved format and the USF color palette is used.

**Sport Clubs have an exception with strict parameters.*

RSO Full Names vs. Abbreviations in Artwork



A&S (UNIVERSITY) FUNDS

When using A&S funds, RSOs must display their **full official organization name** **(as listed in BullsConnect)** at least once.

The use of an abbreviated name or acronym on its own is not permitted.

PERSONAL FUNDS

When using personal funds, RSOs are permitted to use their **full organization name, abbreviated name or no name in their artwork**.

Pathways for RSO Artwork

There are three distinct pathways for RSOs to choose from when creating artwork for apparel and promo items.

OPTION 1 - NO USF REFERENCE

General RSO artwork is the most flexible option since it does not reference USF.



OPTION 2 - REFERENCING USF WITHIN LOGO / NAME

Permitted with specific formatting



OPTION 3 - REFERENCING USF SEPARATELY FROM LOGO / NAME

Permitted with specific formatting



OPTION 1

Custom Artwork with No USF Reference

RSOs are not required to reference USF in their artwork, regardless of funding source. Depending on funding source, they may opt to use their org name (full or abbreviated) along with custom artwork.

*** There are no additional requirements for this option since it does not reference USF.*



OPTION 2

Referencing USF Within the Artwork or Name

RSOs may reference the university as part of their artwork or name using the trademark "TM" symbol in the following formats:

Student Org Name at USF™



Student Org Name at the
University of South Florida™



OPTION 2 - continued

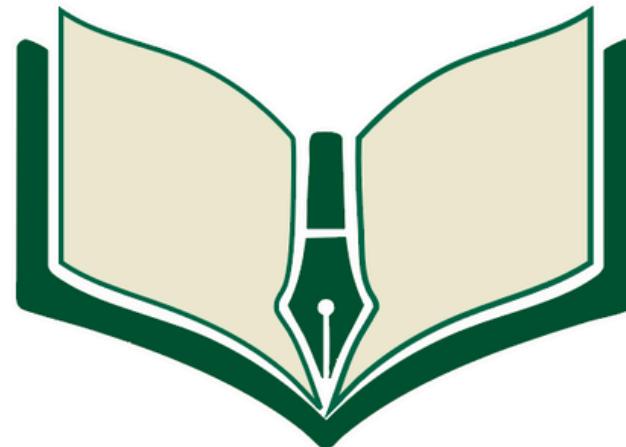
Referencing a College Within the Artwork or Name

RSOs may reference their affiliated college with **written permission from the college's marketing team**.

They may do so in the following formats:

Student Org Name at the
USF™ College Name

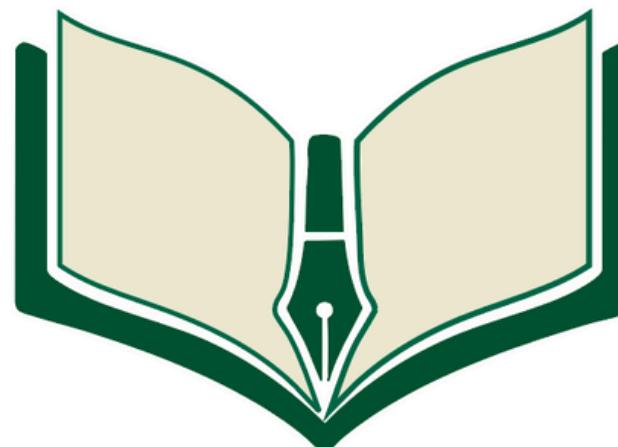
TM symbol required after "USF"



BullQuill Club
at the USF™
College of Education

Student Org Name at the
Full College Name

No TM symbol required



BullQuill Club
at the College of
Education

Student Org Name at
Abbreviated College Name

*No TM symbol required --
Abbreviations will be at the discretion of
the college's marketing team*



BullQuill Club
at COE

OPTION 2 - continued

Referencing USF Health (or College) Within the Artwork or Name

RSOs may reference USF Health or their affiliated college with written permission from USF Health's marketing team and the college's marketing team.

Student Org Name
at USF Health™

TM symbol required after "USF Health"



PULSE *Collective*
at USF Health™

Student Org Name at the
USF Health™ College Name

TM symbol required after "USF Health"



PULSE *Collective*
at the USF Health™
Taneja College of Pharmacy

Student Org Name at the
Full College Name

No TM symbol required



PULSE *Collective*
at the Taneja College of Pharmacy

Student Org Name
at Abbreviated College Name

No TM symbol required



PULSE *Collective*
at TCOP

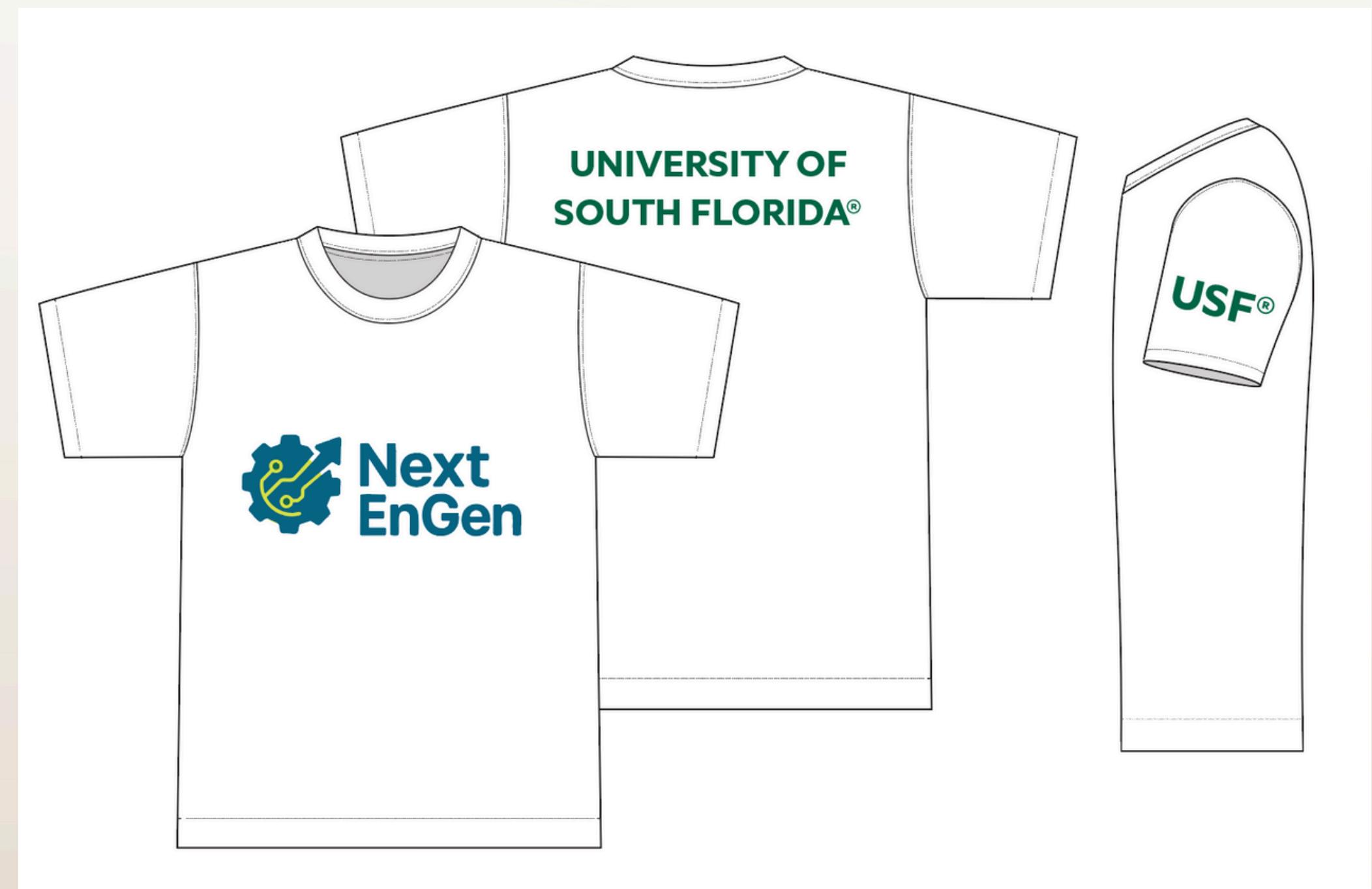
OPTION 3

Referencing USF (or College) Separately from Artwork or Name

RSOs may reference the university in a distinctly separate area from their artwork or name, such as the back or sleeve of a t-shirt.

When referencing a college name, they must obtain **written permission from the college's marketing team and submit the approval document with purchasing information**.

- University of South Florida®
- USF®
- Full College Name
 - (Ex. College of Arts and Sciences)
- Abbreviated College Name
 - (Ex. CAS)



OPTION 3 - continued

Referencing USF Health (or College) Separately from Artwork or Name

The following formats are acceptable when placed in a distinctly separate area from the RSO name. When referencing a college name, they must obtain written permission from the USF Health marketing team or the college's marketing team, and submit the approval document with purchasing information.

- **USF HEALTH™**
- **USF Health™ College Name**
- **Full College Name**
 - (Ex. Taneja College of Pharmacy)
- **Abbreviated College Name**
 - (Ex. TCOP)

