



## UCCS CAMPUS POLICY

**Policy Title:** UCCS Campus and Mountain Lion Logos

**Policy Number:** 100-002

**Policy Functional Area:** Administration/Organization

**Effective:** June 27, 2017

**Approved by:** Venkat Reddy, Chancellor

**Responsible Vice Chancellor:** Vice-Chancellor of University Advancement

**Office of Primary Responsibility:** University Communications/Athletics

**Policy Primary Contact:** University Communications, 719-255-3847

**Supersedes:** September 15, 2006; January 18, 2005; September 22, 2003

**Last Reviewed/Updated:** March 2016

**Applies to:** Administration, Faculty, Staff, Students

**Reason for Policy:** This policy establishes the requirements for use of University of Colorado Colorado Springs trademarked logos.

---

### I. INTRODUCTION

The University of Colorado Colorado Springs (“UCCS” or “University”) has trademarked a campus and a Mountain Lion athletic logo. This policy sets out the appropriate use of these logos by University departments and student organizations.

### II. POLICY STATEMENT

- A. Logos. The University has registered with the United States Patent and Trademark Office two logos: a campus logo (“Campus Logo”); and a Mountain Lion athletic logo (“Mountain Lion Athletic Logo”) (collectively “Logos”). The UCCS brand manager and Brand Identity Standards Board (“Board”) shall be responsible for appropriate use of the marks.
- B. Student Use of Logos.
  1. Students should use the Mountain Lion athletic logo for school-spirit related uses. Only the Department of Intercollegiate Athletics may use the Mountain Lion athletic logo for unit identity applications.
  2. Student use of the Campus Logo is restricted to official University business by recognized campus organizations as outlined in this policy.
- C. Non-Student Use of Logos.

1. Campus Logo Use. Usage of the Campus Logo is governed by the UCCS Brand Identity Standards. Any reproduction or use of the Campus Logo requires that a licensed University of Colorado vendor make the imprint. Any vendor wanting to use the Campus Logo must contact the UCCS Office of University Communications and Media Relations for licensing information.
    - a. Marketing. In order to provide for the orderly completion of campus business activities, all UCCS units have complete use of the Campus Logo for academic and official campus marketing and other University business provided that the usage of the Campus Logo complies with the UCCS Brand Identity Standards.
    - b. Additional Use. If a campus department or other potential campus user wants to use the Campus Logo in a way not covered by the Brand Identity Standards, the requester may petition the Board for permission. The process for petitioning such usage is:
      - i. Contact the brand manager in University Communications and Media Relations to request an exemption to the UCCS Brand Identity Standards.
      - ii. Board meets to consider requests periodically or on an ad hoc basis. This means that requestors must provide adequate time for the Board to meet before using the logo.
      - iii. Board will meet to evaluate the request and will support or deny usage in writing and will transmit the decision to the requester within five working days of the meeting.
      - iv. If the Board supports the exemption, it must then be approved by the CU System Brand Identity Standards Board.
  2. Mountain Lion Logo Use. The Mountain Lion logo is not intended for official letterhead paper, and official mailing envelopes, except for the Department of Intercollegiate Athletics, which can use the Mountain Lion logo on team uniforms, and athletic department marketing material.
  3. Special Use: Athletics and Bookstore. The only standing exceptions to the standard use of the Logos will be the UCCS Bookstore and Department of Intercollegiate Athletics. The UCCS Bookstore will be allowed to use both Logos in creative ways that maintain the integrity of the original designs for use on wearing apparel, glassware, souvenirs, etc. The Department of Intercollegiate Athletics will be allowed to use the Mountain Lion Athletic Logo on wearing apparel, glassware, souvenirs, etc.
- D. Inappropriate Use of Campus Logo.
1. Any individual, group or campus department which is found to be using the Campus Logo inappropriately and not in compliance with the Brand Identity Standards will be called upon to take corrective action including removing the logo from use. A unit found to be using the logo in an inappropriate manner will be responsible for the cost of the corrective action. Free campus consultation is available through the brand manager in University Communications and Media Relations to aid in the proper usage of the logo.

### III. **KEY WORDS**

### IV. **RELATED POLICIES, PROCEDURES, FORMS, GUIDELINES, AND OTHER RESOURCES**

#### A. Administrative Policy Statements (APS) and Other Policies

[APS 2025 – University Brand Identity and Logo Usage](#)

#### B. Procedures

- C. Forms
- D. Guidelines
- E. Other Resources (i.e. training, secondary contact information)

[UCCS Brand Identity Standards](#)

- F. Frequently Asked Questions (FAQs)

V. **HISTORY**

|                    |                         |
|--------------------|-------------------------|
| September 22, 2003 | Initial policy approved |
| January 18, 2005   | Revised                 |
| September 15, 2006 | Revised                 |