



Sample Logo Formats
for Student Organizations



*For assistance developing the logo for your specific organization,
please contact:*

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University of Wisconsin-Milwaukee
Logo and Trademarks

Guidelines

For use by UWM
Registered Student Organizations

UWM Licensing Office

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University of Wisconsin-Milwaukee Logo and Trademarks Guidelines

For use by UWM Registered Student Organizations

This publication has been prepared by the UWM Licensing Office as a guide for student organizations at UWM for use of University of Wisconsin-Milwaukee logo and trademarks. Questions regarding this information should be referred to: **Linda A. Hausladen**, CCR
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Using the university's name

The University of Wisconsin-Milwaukee Logo and the Athletic Panther Logo are registered trademarks of the university and may only be used by official university offices and departments. These logo marks include the acronym UWM, the two wavy lines, the registered trademark sign, the logo signature, the words University of Wisconsin-Milwaukee, the letters UWM in any shape or form, and the Panther logo in whole or in parts.

Special Order Items

Student organizations wishing to order clothing items personalized for their organization may wish to utilize the online store at www.mygarb.com/uwmilwaukee/.

Using the university's marks

Student organizations are prohibited from using the university seal or logos on letterheads, business cards or other identifying materials. The UWM Licensing Office retains the right of approval of all uses of the university's marks.

The UWM Licensing Office has developed an acceptable logo format for Student Organizations. This logo can be accessed from:

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Samples are on the back of this brochure. Ms. Hausladen is also available to assist you in design concepts if needed.

Club team use

Permissible examples

Rugby Club Team at the University of Wisconsin Milwaukee, Rugby Team at the University of Wisconsin Milwaukee or Milwaukee Rugby

Impermissible examples

University of Wisconsin Milwaukee Rugby team, UWM Rugby team, Milwaukee Panther Rugby Team or Panther Rugby Team

If a sports club wishes to make use of the word "team" in its title, it is encouraged to use the word "club" preceding the word "team". Sports related clubs should include the following disclaimer on their Literature.

The _____ is a student organization and is not affiliated with the University of Wisconsin-Milwaukee Department of Athletics.

If an organization has a question about their choice of names they should contact:

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