



Effective: April 6, 2020 (original)

Responsible Executive: Director, Trademark Management & Licensing

Applicability: This policy applies to all active Auburn University Sponsored Student Organizations, Registered Student Organizations, Competitive Clubs, Club Sports, and Fraternity and Sorority (Greek Life) Organizations recognized by the Division of Student Affairs. Such organizations that are in provisional status may name their organization according to this policy but are not allowed to order product until active status is obtained.

Review By: April 2024

I. POLICY STATEMENT

Auburn University invests significant resources to protect and manage its trademarks, which are valuable expressions of the University’s identity, history, and mission. As part of that mission, the University also encourages and supports student organizations, which are an essential part of student life and significantly enhance the student experience.

Accordingly, student organizations recognized by the University may have limited use of the Auburn University name and other trademarks as permitted by this policy. However, student organizations may not use Auburn University’s name or trademarks in a manner suggesting that the organization is, or is acting on behalf of, Auburn University.

This policy governs use of the University’s name and trademarks by student organizations in any format or medium, including on printed material, digital material, products, services, social media, and websites.

Student groups that are not recognized by the University under the Student Organization Policy may not use the Auburn University name or trademarks.

II. POLICY PRINCIPLES

Auburn University recognizes five categories of student organizations, which are defined in section VI of this policy and described in the Student Organization Policy:

- Sponsored Student Organizations;

- Registered Student Organizations;
- Competitive Clubs;
- Club Sports; and
- Fraternities and Sororities (Greek Life)

Student organizations must comply with the corresponding requirements described in the policy below, which relate to the name of the organization itself, the organization’s logos, and the designs of product created and/or distributed by the organization.

A. Sponsored Student Organizations

1. Sponsored Student Organization Names

Sponsored Student Organizations must include the word “club” or similar identifier in the name of the organization. Identifiers include but are not limited to: “Club,” “Society,” “Association,” “Sorority,” “Fraternity,” “Council,” “Institute,” “Group,” “Committee,” “Students,” “Students For...,” “Campus Ministry,” “Ambassadors,” “Recruiters,” “Fellowships,” “Community,” Greek Letters, and/or “Chapter.”

Sponsored Student Organization names may include “Auburn,” “AU,” or “Auburn University.”

2. Sponsored Student Organization Logos

Sponsored Student Organizations may create their own official graphic that incorporates the name “Auburn University,” “AU,” or “Auburn” but may not incorporate any additional Auburn trademark or references into the logo. The organization name must be included with this graphic. The text “Auburn University,” “AU,” or “Auburn” may not be larger than the rest of the organization name.

Logos must be approved by the Division of Student Affairs and Office of Trademark Management and Licensing.

3. Sponsored Student Organization Product Designs

Sponsored Student Organizations may use the interlocking AU, tiger eyes, and eagle logos, as well as Auburn word marks but may not use vintage logos or the university seal. Such organizations may incorporate Aubie into their designs. However, the organization’s depictions of Aubie need to be reasonably consistent with university’s then-current depictions of Aubie, including with respect to size/portion and current demeanor and characteristics. In the organization’s depiction, Aubie may be shown as wearing items that reflect the organization’s mission.

Designs may contain graphics that reflect the Auburn campus, but the design cannot incorporate the student organization’s logo into the graphic or verbiage or alter the Auburn graphic or verbiage to reflect the purpose of the student organization. Symbols that represent the organization may not

surround any Auburn graphic or verbiage or be overlaid on the graphic or intersect with the graphic or verbiage. No patterns or designs may be placed inside Auburn logos. Only the word “AUBURN” may be altered with a pattern design inside the letters. Auburn logos must be independent of any other graphic element.

B. Registered Student Organizations

1. Registered Student Organization Name

Registered Student Organizations must include the word “club” or similar identifier in the name of the organization. Identifiers include but are not limited to: “Club,” “Society,” “Association,” “Sorority,” “Fraternity,” “Council,” “Institute,” “Group,” “Committee,” “Students,” “Students For...,” “Campus Ministry,” “Ambassadors,” “Recruiters,” “Fellowships,” “Community,” Greek Letters, and/or “Chapter.”

Registered Student Organizations may include the words “at Auburn University” along with or as part of their organization’s name. Acceptable alternatives include “at Auburn” or “at AU.” This designation may not appear larger than the rest of the Registered Student Organization name.

2. Registered Student Organization Logos

Registered Student Organizations may create their own graphic logo that includes “at Auburn University,” “at AU,” or “at Auburn” but may not incorporate any additional Auburn trademark or references into the logo. The organization name must be included with this graphic. The text “at Auburn University,” “at AU,” or “at Auburn” may not appear larger than the organization name.

Logos must be approved by the Division of Student Affairs and Office of Trademark Management and Licensing.

3. Registered Student Organization Product Designs

Registered Student Organizations may use the interlocking AU logo, but may not use any other Auburn University logos, including Aubie, the word “Aubie,” seal, or vintage logos.

Registered Student Organizations may use design graphics that reflect the Auburn campus, including buildings, but the design may not alter the building or incorporate the student organization logo into the graphic or verbiage to reflect the purpose of the student organization. Symbols that represent the organization may not surround any Auburn design graphic, verbiage, or AU logo or be overlaid, placed inside, or intersect with the graphic, verbiage or AU logo. No patterns or designs may be placed inside Auburn marks.

Registered Student Organizations may use Auburn related verbiage, such as “War Eagle,” “War Damn Eagle,” “Tigers,” portions of the Auburn Creed, fight song, alma mater and cheers, but that verbiage cannot be altered to reflect the name or purpose of the RSO. This verbiage should be separate from the organization’s name. “War Damn” may be used and followed by the RSO name or approved event name as long as it meets the requirements as outlined in this policy.

C. Competitive Clubs

1. Competitive Club Names

Competitive Clubs must include the word “club” in the name of the organization (*e.g.*, “Auburn E-sports Club”). The word “Club” must be the same size as the club name.

2. Competitive Club Logos

Competitive Clubs may create their own graphic logo that includes their official name but may not incorporate any additional Auburn trademark or references into the logo. The competitive club name must be included with this graphic.

Logos must be approved by the Division of Student Affairs and Office of Trademark Management and Licensing.

3. Competitive Club Product Designs

Competitive Clubs may use the interlocking AU, tiger eyes, and eagle logos, but may not use vintage logos, Aubie, or the university seal. Logos must be independent of any other graphic element, and the Competitive Club name must be included on the product. Competitive Club uniforms may include the interlocking AU logo, tiger eyes, and eagle. Official competition uniforms do not have to include the word “Club.”

Designs may contain graphics that reflect the Auburn campus, but the design cannot incorporate the competitive club logo into the graphic or verbiage or alter the Auburn graphic or verbiage to reflect the purpose of the club. Symbols that represent the club may not surround any Auburn graphic or verbiage or be overlaid on the graphic or intersect with the graphic or verbiage. No designs may change any element of an Auburn University trademark to reflect a particular club. No patterns or designs may be placed inside Auburn marks.

Competitive Clubs may use Auburn related verbiage, such as “War Eagle,” “War Damn Eagle,” “Tigers,” portions of the Auburn Creed, fight song, alma mater, and cheers, but that verbiage cannot be altered to reflect the name or purpose of the Competitive Club. This verbiage should be separate from the organization’s name. “War Damn” may be used and followed by the Club name or approved event name as long as it meets the requirements as outlined in this policy.

D. Club Sports

1. Club Sport Names

Club Sports must include the word “club” in the name of the organization (*e.g.*, Auburn Lacrosse Club or Auburn Swimming Club). The word “Club” must be the same size as the sport name.

2. Club Sport Logos

Club Sports may create their own graphic logo that includes their official name but may not incorporate any additional Auburn trademark or references into the logo. The club sport name must be included with this graphic.

Logos must be approved by the Division of Student Affairs (Campus Recreation) and Office of Trademark Management and Licensing.

3. Club Sport Product Designs

Club Sports may use the interlocking AU, tiger eyes, and eagle logos, but may not use vintage logos, Aubie, or the university seal. Logos must be independent of any other graphic element and the Club Sport name must be included on the product. Club Sport uniforms may include the interlocking AU logo, tiger eyes, and eagle. Official game uniforms do not have to include the word “Club.”

Designs may contain graphics that reflect the Auburn campus, but the design cannot incorporate the club sport logo into the graphic or verbiage or alter the Auburn graphic or verbiage to reflect the purpose of the club sport. Symbols that represent the sport may not surround any Auburn graphic or verbiage or be overlaid on the graphic or intersect with the graphic or verbiage. No designs may change any element of an Auburn University trademark to reflect a particular sport. No patterns or designs may be placed inside Auburn marks.

Club Sports may use Auburn related verbiage, such as “War Eagle,” “War Damn Eagle,” “Tigers,” portions of the Auburn Creed, fight song, alma mater and cheers, but that verbiage cannot be altered to reflect the name or purpose of the Club Sport. This verbiage should be separate from the organization name. “War Damn” may be used and followed by the Club name or approved event name as long as it meets the requirements as outlined in this policy.

E. Fraternities and Sororities (Greek Life) Organizations

1. Fraternity and Sorority (Greek Life) Organizations Names

Fraternity and Sorority (Greek Life) Organizations must include the word “club” or similar identifier in the name of the organization. Identifiers include but are not limited to: “Club,” “Society,” “Association,” “Sorority,” “Fraternity,” “Council,” “Institute,” “Group,” “Committee,” “Students,” “Students For...,” “Campus Ministry,” “Ambassadors,” “Recruiters,” “Fellowships,” “Community,” Greek Letters, and/or “Chapter.”

Fraternity and Sorority (Greek Life) Organizations may include the words “at Auburn University” along with or as part of their organization’s name. Acceptable alternatives include “at Auburn” or “at AU.” This designation may not appear larger than the Registered Student Organization name.

2. Fraternity and Sorority (Greek Life) Organizations Logos

Fraternity and Sorority (Greek Life) organizations may create their own graphic logo that includes “at Auburn University,” “at AU,” or “at Auburn” but may not incorporate any additional Auburn trademark or references into the logo. The organization name must be included with this graphic.

The text “at Auburn University,” “at AU,” or “at Auburn” may not appear larger than the rest of the organization name.

Logos must be approved by the Division of Student Affairs and Office of Trademark Management and Licensing.

3. Fraternity and Sorority (Greek Life) Organizations Product Designs

Fraternity and Sorority (Greek Life) organizations may use the interlocking AU, Auburn University, and Aubie, but no other Auburn University logos, including seal, or vintage logos. The organization’s depictions of Aubie need to be reasonably consistent with university’s then-current depictions of Aubie, including with respect to size/portion and current demeanor and characteristics.

Fraternity and Sorority (Greek Life) organizations may use design graphics that reflect the Auburn campus, including buildings, but the design may not alter the building or incorporate the organization logo into the graphic or verbiage to reflect the purpose of the organization. Symbols that represent the organization may not surround any Auburn design graphic or verbiage or be overlaid on the graphic or intersect with the graphic or verbiage. No patterns or designs may be placed inside Auburn marks.

Fraternity and Sorority (Greek Life) organizations may use Auburn related verbiage, such as “War Eagle,” “War Damn Eagle,” “Tigers,” portions of the Auburn Creed, fight song, alma mater and cheers, but that verbiage cannot be altered to reflect the name or purpose of the Greek Organization. This verbiage should be separate the organization name. “War Damn” may be used and followed by the Fraternity and Sorority name or approved event name as long as it meets the requirements as outlined in this policy.

F. General Requirements for All Recognized Student Organizations

All categories of recognized student organizations must comply with the requirements and standards described in this section.

1. Licensed Vendors

Any product bearing Auburn University trademarks or references must be purchased from a vendor that has a license agreement with Auburn University Office of Trademark Management and Licensing and is royalty bearing.

Contract printing – which occurs when blank goods are taken to a licensee to be embellished with Auburn trademarks – is not permitted. The entire product must be purchased from the licensee. This ensures that the product meets quality and safety standards and labor code requirements.

2. Promotional T-Shirts; Sponsors

Promotional t-shirts distributed in bulk for an event must be white. Organizations may not use orange or navy promotional t-shirts without prior approval by the Division of Student Affairs and

Office of Trademark Management and Licensing.

If any proposed design includes sponsor names/logos, the list of sponsors must be submitted for prior approval. Sponsor names or logos on product must be separated from any Auburn related design element.

3. Third-Party Intellectual Property

Use of intellectual property owned by a third party must be approved by that entity in writing and submitted to the Licensing Office along with the desired artwork. For example, if you wish to use another entity's logo (*i.e.*, professional sport team, clothing brands, food and beverage items, etc.), a written release allowing for such use is required before Auburn will grant design approval. This type of approval process often takes weeks, so allow enough time for such approval to be obtained.

4. Student Organization Events

Events sponsored by a recognized student organization may not contain a university trademark or reference in the event name without permission from the Division of Student Affairs and the Office of Trademark Management and Licensing.

5. Prohibited Uses

Organization products and other designs that incorporate Auburn University's name and/or trademarks may not contain or reflect any of the following:

- Elements that state or imply Auburn University's endorsement of or affiliation with non-university entities, products, services, viewpoints, and/or political candidates, parties and activities, except that a student organization with a political reference in its name may use the Auburn University name as permitted by this policy;
- Discrimination against any person or group based on age, race, ethnicity, disability, national origin, religion, sex, sexual orientation, or veteran status;
- References to gambling, alcohol (in a non-educational manner), tobacco, illegal substances, illegal activity, violence, weapons (that are not germane to the organization's official activities), profanity, or sexually explicit designs or products; and
- Use of a current or former Auburn University student-athlete's name or likeness.

III. DEFINITIONS

Club Sports: Club Sports Teams are athletic organizations that are involved in regular competitions that are affiliated with a national governing body.

Competitive Clubs: Competitive Clubs are involved in regular participation in official competitions outside of Auburn University for their specific organizational purpose.

Fraternity and Sorority (Greek Life) Organizations: Fraternities and sororities that are social Greek-lettered (in most cases) organizations affiliated with an inter/national organization. Fraternities and sororities are entitled to maintain single-sex membership consistent with Title IX of the Education Amendments of 1972.

Product: Items purchased for resale, give away, or internal use by any student organization.

Registered Student Organizations: Registered Student Organizations are student-created organizations based on the common interest of their members.

Sponsored Student Organizations: Sponsored Student Organizations are organizations formed to advance an interest that is closely related to a University school/college or department and to contribute to the mission of the University. Sponsored Student Organizations must be sponsored by a University school/college or department, and a University dean or vice president must complete a verification form confirming that affiliation. Although governed by students, Sponsored Student Organizations typically are subject to significantly more University oversight and management than other student organizations.

Trademark: A trademark (or mark) is any logo, image, symbol, nickname, letter(s), word, slogan, branding element, or derivative used by an organization, company or institution to identify its goods/services and distinguish them from other entities or competitors.

IV. POLICY PROCEDURES

All names and logos of all recognized student organizations described in this policy must be approved at the time of organization chartering by the Office of Student Involvement, in consultation with the Office of Trademark Management and Licensing.

Logos created after an organization is chartered must be approved before organizational use by Office of Student Involvement, in consultation with the Office of Trademark Management and Licensing.

Student organizations that wish to order any product containing a University mark or reference should follow the following steps as outlined below. Note, that procedures for approval may change from time-to-time based on updates to the licensing website. Please refer to www.licensing.auburn.edu for the most up-to-date approval procedures.

1. Complete and submit the online Licensing Authorization Form to the Office of Trademark Management and Licensing for approval.
2. Select a university licensed vendor.
3. Upon approval, present a fully executed authorization form in person or via e-mail to the licensed vendor manufacturing the product with your order.

4. The licensed vendor will then submit your artwork to the Office of Trademark Management and Licensing for review and approval. Any necessary changes to the design will be communicated directly to the licensed vendor.

V. SANCTIONS

Students and/or student organizations found in violation of this policy will be subject to applicable sanctions and enforcement processes, including referral to the Office of Student Conduct for disciplinary action in accordance with the Code of Student Conduct. This policy also may be enforced by other offices including Trademark Management and Licensing, Student Involvement, and Greek Life.

VI. INTERPRETATION

This policy shall be interpreted primarily by the Director of the Office of Trademark Management and Licensing, the Director of Student Involvement, and, with respect to organizations within their scope of responsibility, the Executive Director of Campus Recreation, and the Director of Greek Life.