Affiliation of Recognized Student Organizations with the University and Naming/Logo Guidelines

Recognized Student Organizations and Club Sports Nomenclature

When referring to a recognized student organization (RSO) including club sports please indicate affiliation by location of the RSO at Western Carolina University, as opposed to inferring university governance or control over the RSO or Club Sport such as Western Carolina University (WCU) RSO or Club Sport Name.

Ex:

- Right: Relay for Life at WCU
- Wrong: WCU Relay for Life

Recognized Student Organizations: University Representation, Logo Creation and Usage

RSOs are allowed to recognize and identify themselves as part of the University through logo usage. When using the WCU logo or name, organizations are representing the university and should conduct themselves as such including any slogans or taglines that are developed.

RSOs can use the University’s institutional primary mark on uniforms, signage, website, social media for publicity, recruitment but must not be incorporated into a custom logo and must strictly adhere to the graphic style guide. (branding.wcu.edu) RSOs may use a self-designed logo which does not incorporate any University trademark, or logo so long as such use does not infringe upon the trademarks, copyrights, or other rights of a third party.

Special Permission: Club Sport and University Representation with Athletics Logo

Club Sport teams participate in athletic competition and represent WCU within local, regional, and national leagues and tournaments. In support of these athletes, the university has authorized the use of the Athletics stacked cat head logo for use by the Club Sports Program and its club sport teams.

The logo by itself may only be used on in-game uniforms and only be worn by the club players in the game. If a club sport chooses to use the Athletic logo on practice, warm-up and work-out attire/apparel, it must include the club sport team name. Club Sport teams can also use the Athletic logo with club sport name on signage, websites, and social media but the logo must not be incorporated into a custom logo and must strictly adhere to the graphic style guide.

- No other sponsor logos may be used on apparel or equipment that uses any university mark or logo.
- No club sport can sell any merchandise with any university mark or logo to anyone.

Any violations of these guidelines may result in disciplinary action including but not limited to:

- probation or suspension of the RSO by the University
- inability to use the university logo
- inability to wear branded apparel

Any items produced using WCU, Western Carolina, or any official university logos must strictly adhere to the graphic style guide and be ordered through an officially licensed vendor or be approved by WCU Brand Experience (rschoen@wcu.edu)