

Student Group Identity and Branding

KEY CONSIDERATION:

Campus Life Program (CLP) vs. Registered Student Organization (RSO)

The University of Minnesota considers a CLP a University unit. It receives support from a department or administration, and therefore includes some sort of oversight—so a CLP **must** use the same University branding as any other unit.

An RSO is considered an entirely separate entity that is merely located at the University. Because these groups often use chapter graphics from national organizations and does not include administration oversight, an RSO **cannot** use University marks in its branding.

University of Minnesota student group branding policy:
<https://sua.umn.edu/engage/student-groups/student-group-policies#section-ix-name-and-logo-use>

Logos - CLPs

CLPs *must* use a University-approved logo:



-OR-



Approved CLP logos:



You may choose:

- Font for your group name
- Placement or inclusion of block-M (not required)

Required:

- Proper spacing between wordmarks and line
- Logo may be in white, black, UMN maroon, or UMN gold

Logos - RSOs

CLPs *may not* use University graphics in their logo:

Your logo may not include or try to imitate:

- A block-M
- The University of Minnesota wordmark
- Any illustration of a gopher

Exception:

If your group is a local chapter of a national organization, you may add, in plain text, to your logo the words “at the University of Minnesota”

Approved RSO logos:



Graphics and Printing

In order to print any promotional items (apparel, bags, mugs, etc.) including any UMN names or graphics, your order *will need brand approval first*. The printer will require approval from University Relations before printing, and it will not be approved if it does not meet brand standards. Submit your approval request early to brand@umn.edu.

CLP:

- Anything you print must include your brand-compliant logo.
- You may use additional graphics to represent your group, but it must not be combined with your group's name, and it must be visibly separate from your logo.
- Do not alter the block-M, the UMN wordmark, or a Goldy illustration or combine them with other graphics.

RSO:

- You may use a special version of the block-M or Goldy with RSO identification. To access these graphics: z.umn.edu/urbrand. You may not use any other University graphics or identification.

Outside Logos:

If you print outside logos, you should identify their relationship to your group: “sponsored by,” etc.

