New online request portal

We are pleased to announce a single, online process through which departments may now more easily request authorization to use the UCLA marks in accordance with UCLA Policy 110 has been developed. This includes uses on consumer products. By using this online process your department’s requests to create promotional products bearing the UCLA name and related names/marks ("UCLA Marks") will be routed to Trademarks & Licensing automatically for review. Please use this on-line portal whenever your department intends to source promotional products bearing any UCLA Marks. This includes UCLA department/program school names.

Click here for online portal

UCLA Brand Guidelines

UCLA Brand Guidelines have been developed to support the UCLA campus community in meeting the objective that we all use the same elements and speak with a shared voice when we present the UCLA brand story in our work. Promotional products for your school/department represent another opportunity to further solidify a consistent UCLA brand identity. For example, when including your school/departmental name on products, use the UCLA school/department name signature lock-up logo: If your product design concepts also utilize text please use one of the official UCLA fonts when appropriate:

Click here for UCLA Brand Guidelines
Ethical labor practices in supply chains used to make goods bearing UCLA Marks

Thank you for supporting progress toward achieving the university’s goal of ensuring ethical labor practices throughout supply chains used to produce goods bearing UCLA Marks. Please continue to ensure that any consumer goods bearing the UCLA Marks your department may be ordering are sourced only from companies who are licensed by The Regents of the University of California via Associated Students UCLA (“ASUCLA”). For more information on why the use of a UCLA licensed vendor is required please visit the Trademarks & Licensing website and reach out to us with questions.

Quick Links

- Policy 110
- Why the use of a UCLA licensed vendor is required
- UC Trademark Licensing Code Of Conduct (“UC Code“)
- Request authorization to use the UCLA Marks
- UCLA Brand Guidelines

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