We are pleased to announce a single, online process through which student groups 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 group’s requests to create products bearing your group’s name will be routed to Trademarks & Licensing automatically for review. Please use this online portal whenever your student group intends to source products bearing your group’s name.

UCLA Brand Guidelines

Recognized student groups may use “UCLA” and “University of California Los Angeles” as a geographical designation, e.g. “Student Group Name at UCLA.” (Refer to Policy 110 for more detail on how to use UCLA’s name and marks.)

While groups can use “at UCLA” and “at University of California Los Angeles” in their names, there are guidelines for typesetting. For example, the campus name should be set in the same typeface as the student group name. The campus name should not be italicized and the typesetting cannot resemble UCLA’s official logos.

Recognized student groups are allowed to use two protected UCLA marks: #58 and #62 located on the UCLA Art Sheet. The marks may be “texturized,” as long as the original shape and structure of the mark is intact.

UCLA Trademarks & Licensing
An enterprise of Associated Students UCLA

November 2018
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.