

## TRADEMARK POLICY

As a benefit of registration, RSO's can utilize a limited selection of University of Arkansas trademarks (including the Razorback and "Hogs") on printed materials, novelty items, shirts, etc., that are intended primarily for internal purposes (promotion to the campus community, etc.).

Use of academic logos (including "University of Arkansas" and the Old Main towers logo) is not allowed.

Additionally:

- RSO's cannot use any trademarks on RSO websites (see web presence policy), social media pages, etc. Please see our [Web Presence Policy](#) for more information. RSO's are welcome to state that they are a registered student organization at the University of Arkansas.
- Trademark images cannot be used in RSO fundraising or recruitment letters, or any other publicity intended for external presence.
- If you are having anything printed (shirts, banners, etc. – anytime you are not just making a flyer and printing it up yourself on a personal or University printer) please complete the [Trademark form](#). Any trademarks printed by a vendor must be pre-approved. Only [Approved Vendors](#) may be utilized.
- When using trademark logos within the allowed policy, please utilize only official logos. Licensed vendors will have the current image. It can also be found [here](#) for your flyers, etc.
- RSO names cannot begin with 'University of Arkansas'. You can be the "X club at the University of Arkansas", if desired. Any names starting with University of Arkansas will be administratively changed.

Please contact the Office of Student Activities, 479-575-5255 or email [osa@uark.edu](mailto:osa@uark.edu) if you have any questions.