Student Group Name and Logo Regulations Guidelines

Recognized Student Groups wishing to utilize the University of Alberta’s registered trademarks (including the name and logos) are required to follow the University’s policies related to trademarks and visual identity which may require the group to sign a licensing agreement with the University’s Office of External Relations. The following document explains the different policies and regulations that you need to be aware of if your Student Group wishes to use any of the trademarks.

Section 1: How does this affect Student Groups and when will a Student Group need a Licensing Agreement?

a. Using “Student Group”, “club”, “association”, etc. in the organization name:
The inclusion of words such as “student group”, “club”, or “student association” in the Student Group name is intended to clarify the relationship between the students and the University. This distinction is important for the casual observer to easily distinguish when an entity is actually part of the University or is a group of students from the University. Overall, this distinction is important to clarify that the activities of student groups are not organized or managed by the University. This type of usage does NOT require a licensing agreement with External Relations, but does require University Recognition (by registering the student group through Student Group Services).
Examples: “University of Alberta Chess Club”, “University of Alberta Special Olympics Student Group”, “University of Alberta Black Students’ Association”

b. Using the full name of the University, without “club”, “association”, etc.:
Student groups currently using the full name of the University can do so with the permission of the University, and under the conditions of the Post-Secondary Learning Act. This type of usage requires a licensing agreement with External Relations.
Examples: “University of Alberta Formula SAE”, “Feminists at the University of Alberta”

c. Using the “UAlberta” trademark:
“UAlberta” is registered as a trademark of the University -- it is not the official name but a shortened version trademarked by the University of Alberta. Usage of “UAlberta” is regulated under the Trademarks and Licensing Policy. This type of usage requires a licensing agreement with External Relations, even where “club,” “student association,” “student group” also appears in the organization name. Examples: “Jack.org UAlberta”, “TEDxUAlberta”

Please note, there is no fee charged to student groups requiring a licence agreement. Also, existing groups with “UAlberta” or “University of Alberta” in their name (with the exception of groups in category 1.a) will be asked to complete a license agreement at the time of re-registration.

Websites and Domains: At no time may a student group set up a domain using “ualberta” in the name of the domain unless it is part of the University’s IT infrastructure (i.e., www.ualberta.ca/~studentsforU).

Social Media: Student Groups who have been recognized by the University (by registering with Student Group Services), may use “UAlberta” in their social media handles (or usernames), as long as the student group is in good standing. Examples: @ualbertawise, @ualbertaifc, @ualbertanew

Swag: If a group has received permission to use name/trademarks and wants to use it on swag, they need to ensure they have permission to use it on swag and must order their swag from suppliers who are licensed with the University. The University licenses vendors that comply with the Sustainability Tracking,
Assessment and Rating System (STARS) as the University needs to ensure that any product its name/trademarks/logos appear on are sustainably sourced. Using licensed, compliant vendors of the University makes it easier for students to obtain wares, as the supplier will not have to undergo any vetting by the University. Those licensed vendors are listed on the Marketing & Communications Toolkit at www.ualberta.ca/toolkit

Section 2: Relevant Policies

**Trademarks and Licensing Policy**
This policy specifically states that the Office of the Vice-President External Relations (formerly University Relations) has authority over University trademarks, including the University’s name (full name and other variants such as UAlberta, UofA, U of Alberta), logos, and coat of arms.

Point 2.b.ii of this policy explicitly states that organizations external to the University need written permission to use the University's trademarks. If the organization intends to create items with the University’s name and trademark then the organization must enter into a license agreement with the University. Accordingly, Student Groups must obtain permission to use the University’s trademarks (2.b.).

Student Groups are considered to be external organizations in this case, as they are not a “University unit”, as referenced in 2.a. of the policy. Depending on the format in which a group wishes to use a University trademark, permission may be granted through the Student Groups registration process or it will require the signing of a licensing agreement.

**University Visual Identity Policy**
The University Visual Identity Policy is closely tied to the Trademarks and Licensing Policy and similarly states that the Office of the Vice-President External Relations has authority over University trademarks. It further stipulates how the University visual identity program is used and by whom.

Point 6 is most pertinent to Student Groups as it states that third parties who wish to use the University’s logo and other trademarks must follow the Trademarks and Licensing policy mentioned above.

**Post-Secondary Learning Act of Alberta (PSLA)**
The PSLA is legislation from the Government of Alberta Ministry of Higher Education. It is the governing document for all publicly funded post-secondary institutions in Alberta.

Section 36 of the PSLA states that, “Use of the word ‘University’, coat of arms or crest” (or any imitations of them), requires prior authorization. Similarly, the use of the University’s name or any derivation or abbreviation must be authorized first by the University.

**Student Groups Procedure**
The Student Groups Procedure is the official governing document for student groups at the University of Alberta.

As indicated in the Procedure, a Student Group enjoys the benefit of using the University's name and insignia. However, use of the name and insignia must follow the Trademarks and Licensing Policy and University Visual Identity Policy.

Section 3: Next Steps
Student Groups who currently use the University’s name, logo, or other trademarks are able to retain their usage once a licensing agreement has been signed between the group and the University Trademarks and Licensing Office. Student Groups can request a licensing agreement by first filling in this form on BearsDen (must be logged in with a CCID to access). Once all relevant information has been collected, staff from the Trademarks and Licensing Office will contact you.