Know the Rules for Using the UCLA Marks

The Rules

The University has strict regulations on the use of the UCLA names, logos and trademarks (collectively referred to as “UCLA Marks”).

- UCLA Policy 110 sets forth the permitted, restricted and prohibited uses of UCLA Marks.
- UCLA Brand Guidelines provide instructions about the proper use of the UCLA Marks.
- The University's Trademark Licensing Code of Conduct outlines the requirements for all goods (i.e., merchandise and products) bearing University trademarks, including the UCLA Marks.

All uses of the UCLA Marks, regardless of your campus affiliation, require authorization. If your proposed use is not pre-authorized by UCLA Policy 110, you may submit a request for consideration at www.marks.ucla.edu.

All uses of the UCLA Marks must follow the UCLA Brand Guidelines.

Student Organizations and the UCLA Marks

Unregistered Groups

Student groups that have not formally registered through SOLE are prohibited from using any of the UCLA Marks in any context without obtaining written permission first. You may submit a request to use the marks at www.marks.ucla.edu.

Registered Groups

Officially registered student groups have restricted access to the following UCLA Marks:

- use of “at UCLA” at the end of the group's name (e.g., “Student Group Name at UCLA”; “Student Group Name @ UCLA”; “Student Group Name at the University of California Los Angeles”)
- trademarked Walking Bruin logo
- trademarked Bear Paw logo

Some uses of the above marks are pre-authorized and others require written permission.

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<th>Pre-Authorized</th>
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<td>Printed promotional materials</td>
<td>Merchandise for sale</td>
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<td>Online at websites</td>
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<td>Online in social media posts</td>
<td>Any use with a non-UCLA entity</td>
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Submit a Request

All requests to use the UCLA Marks should be submitted at www.marks.ucla.edu.

Important Disclaimers

Authorization to use the UCLA Marks is granted at the sole discretion of the UCLA Administrative Vice Chancellor and may be withdrawn at any time as provided in UC DA0864.

Authorization to use the UCLA Marks does not constitute an endorsement of any organization or group.