

# 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](http://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](http://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.

#### Pre-Authorized

Printed promotional materials  
Online at websites  
Online in social media posts

#### Require Written Permission

Merchandise for sale  
Merchandise for give-away  
Any use with a non-UCLA entity

All uses of the UCLA Marks must follow the [UCLA Brand Guidelines](#).

## Submit a Request

All requests to use the UCLA Marks should be submitted at [www.marks.ucla.edu](http://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to use the UCLA Marks is granted at the sole discretion of the UCLA Administrative Vice Chancellor and may be withdrawn at any time as provided in [UC DA0864](#).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.