Licensing and Trademarks

Service type	Knowledge, digital resources
Provided by	Office of External Relations, University of Alberta with support from Student Group Services, University of Alberta Students' Union
Available to	All registered student groups
Website	U of A website

When selecting a name or beginning to design a logo for your student group it's important to keep in mind Recognized Student Groups may use the university's name to show its status as an RSG at the U of A only when the RSG name includes "club," "association," "student group" or similar designation within the RSG name.

- RSGs are only able to show affiliate status with the U of A if the RSG includes "club," "association," "student group" or similar designation within the RSG name.
- Examples that are allowed include: University of Alberta Dance Club, Biochemistry Graduate Students' Association of the University of Alberta.
- RSGs are not allowed to use the university's name or logo or any part of the university's logo within the RSG name's name or logo.
- RSGs may not use any Athletics' team names or logos or parts of those logos in the RSG's name or logo.
- Examples that are not allowed include: University of Alberta Panda Fans, UAlberta Robotics.

Use of U of A visuals on printed materials or swag are a great way to show university pride and feel connected to the student experience. In order to use U of A trademarks, your student group must be both a Recognized Student Group (RSG) and you must have received express written approval to use U of A trademarks from the Trademarks & Licensing Office in External Relations (VER). Trademarks of the U of A include (but are not limited to) its name, the "ualberta" and "UAlberta" moniker, the suite of U of A logos, any Athletics team names and logos, and any other marks registered for use by the University of Alberta. See Registered Trademarks & Logos for a full list of the U of A's trademarks.

Revision #3
Created 21 November 2024 16:50:15 by Selen Erkut
Updated 30 May 2025 08:56:14 by Selen Erkut