

UConn Club Sports

2025-2026 Branding & Logo Training



UCONNREC

Approved Logos

- Club Sports teams must use approved logos:
 - Club Sports Medallion Logo
 - Sport Specific Logos
 - Tertiary Word Marks
 - Must have written approval from Brand Partnerships and Trademark Management
- Club Sports Logo Guide shows approved versions of all Club Sports logos.



Club Sports Medallion Logo

- When used, the entire logo must be visible.
- Cannot be modified from its current form.
- Must say CLUB SPORTS
 - Cannot be altered for specific team names.



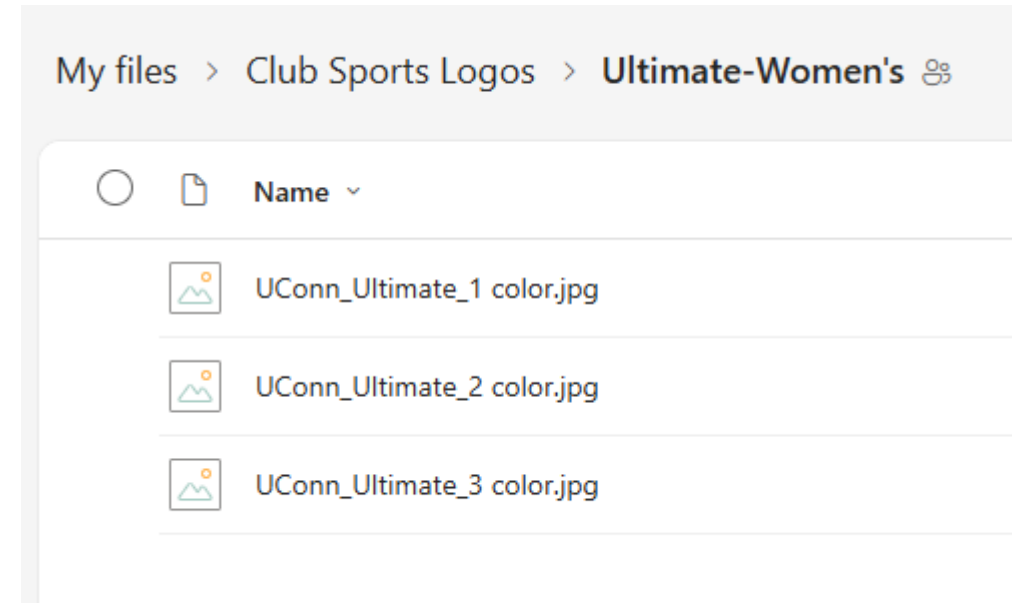
Club Sports Sport Specific Logos

- Teams can use the one-, two-, or three-color versions of their sport specific logo.
- Teams may change the colors of the logo to any approved version on the Club Sports Logo Guide.
- Cannot modify their team's name.



Club Sports Logo Files

- Can be found on Fusion Club or Team Resources
- Folder contains approved Club Sports Logos:
 - Club Sports Medallion Logo
 - Sport Specific Logos
- Not all color combinations are available for download.
 - Files can be modified to the color combinations found in the Club Sports Logo Guide.



Approved Logo Usage

- Officers must ensure approved logos are used for the following (but not limited to):
 - Social Media
 - Team and League Posts
 - Team Websites
 - League Websites
 - Apparel
 - Uniforms
 - Fundraising Efforts
 - Posters, Flyers, Banners, etc.
 - Equipment



UConn Club Basketball

Club Sports Logo Usage Form

- Teams must fill out this form prior to ordering any apparel or promotional items with a UConn logo.
- Approval is needed when filling out funding requests.
- Form can be found on the Team Resources page and Fusion Club Resources.

Club Sports Logo Usage Approval Form

Please fill out this form if you are a Club Sport Team at UConn looking to order uniforms, promotional items or apparel with the UConn name, logo or wordmark on them.

Name *

First Last

Email *

Phone Number

- -

####

Name of your Club Sports Team *

Name of your Advisor *

First Last

Licensed vendor uniforms/apparel/promotional items are being ordered through

Apparel Ordering

- Club Sports teams are REQUIRED to use BSN Sports for all apparel and uniform orders.
 - Teams MAY NOT seek out or contact any other vendors.
- Please reach out to the following contact at BSN Sports:
 - Kenzie Cannon: kcannon@bsnsports.com
- Please copy the following on any email to Kenzie:
 - Bhavin Parekh (bhavin.parekh@uconn.edu)
 - Anna Milot (anna.milot@uconn.edu)
 - Your team's Coordinator

Additional RSO Guidelines

- As Registered Student Organizations (RSOs), Club Sports teams must also abide by the following:
 - [Guidelines for Use of University Logos & Trademarks by Registered Student Organizations \(RSO\)](#)
- Additional Restrictions include, but are not limited to:
 - Use of Husky Dog Logo (old or new) is not permitted.
 - Use of designs that try to mimic or create new husky dog designs is not permitted.
 - Use of the Official University Seal is not permitted.

Non-Compliance Penalties

- The non-compliance must be directly under the control of the team, including but not limited to: Social Media, Apparel, Websites, and Vendor Communication.
 - First Offense – Email to correct/remove violation within 48 hours
 - If violation is not corrected in 48 hours, it will move to a Second Offense
 - Second Offense – Written warning and a fine equivalent to 5% of their tier's budgeted amount from the Recreation Allocation
 - Contacting another vendor jumps directly to this level of offense
 - Third Offense – Meeting with Coordinator and a fine equivalent to 10% of their tier's budgeted amount from the Recreation Allocation
 - Fourth Offense – Team is placed on probation for one (1) calendar year
- Penalties are reset at the end of each Academic Year.

Questions

- Please contact the appropriate office with any questions.
- Competitive Sports Office
 - competitivesports@uconn.edu
- BSN Sports
 - Kenzie Cannon – kcannon@bsnsports.com
- Brand Partnerships & Trademark Management
 - licensing@uconn.edu
 - Anna Milot – anna.milot@uconn.edu