



Student Organization Logos

Student clubs and organizations are a vital part of North Greenville University's rich campus environment. The University recognizes that these extracurricular groups enrich student life and provide many opportunities for learning and leadership development.

As valued members of the NGU community, student clubs and organizations in good standing with the Office of Campus Ministries and Student Engagement may request an official logo that proudly displays their connection to the University and its brand.

The University encourages students to be creative in designing logos, posters, apparel, and other marketing items for their organizations and celebrate their connection to the University with their designs.

However, many of the North Greenville University logos and graphics are trademarked or registered and have specific guidelines about who can use them and how they can be used. These logos and graphics are an important part of the University brand.

By following the guidelines below, you can ensure your designs positively represent your organization and North Greenville University.

As a second option, the Office of University Marketing will create a customized logo upon request for student groups in good standing. Each official club or organization logo will consist of the trademarked **NGU Logo** with the name of the student club or organization.

Approved combinations of brand elements are available for club logos, depending on the intended use (uniforms, T-shirts, fundraising items, etc.) University Marketing will work with the student organization and the club advisor to provide option(s) suitable for the group's needs.

All uses of North Greenville University brand elements, including logos created for student clubs and organizations, must comply with the University's official branding guidelines.

Club advisors can access these guidelines on the [NGU website](#).

Are we required to use an official logo?

No. Student clubs and organizations are not required to request or use an official logo. However, **NO organization, including student clubs, organizations or groups, may use any of the University's trademarked brand elements**, including the NGU icon, NGU Logo, or all official wordmarks, **without express permission**.



Standards and Guidelines

- Student organization logos are subject to review and approval by the Office of University Marketing.
- If a student organization chooses to create its own unique logo, the design must be completely distinct from all University logos and cannot be based on past or existing NGU brand elements and trademarked designs.
- Student organizations **should not use other brand elements** (such as the NGU seal, et al.) on new or re-ordered items. These elements are reserved for special, pre-approved instances or no longer represent the University goods.
- Changing the color, size, orientation, design or other features of a trademarked logo to create a “new” design is expressly forbidden.
- Student organization and department club logos must meet the following standards:
 - The logo may not include or incorporate the NGU icon without approval from University Marketing.
 - The logo may not include any words, symbols, or images that might reflect poorly on the University.
 - Do not redesign, redraw, modify, distort, or alter the proportions of the icon or logo.
 - Do not modify the size or position relationship of any element of the NGU icon or logo.
 - Do not add additional copy to the icon or logo.
 - Do not use any part of the icon as part of another word.
 - Student organization and department club logos may use their organization logo alongside the University logo only by approval of the Office of Marketing and Communication.

Note: *These guidelines are intended to protect and control the use of brand elements that identify and personify North Greenville University. The University logos and wordmarks communicate to the public a relationship between the University and the department, office, program or student organization that uses these official marks. While North Greenville University is proud to identify its student groups as valued members of our university community, approved use of an official logo does not constitute an endorsement of the student organization's specific purpose, mission or principles; nor does the use of an official logo indicate that a student organization or its members speak or act on behalf of North Greenville University.*