University of West Georgia

Visual Identity
and
Licensing
Guidelines

UNIVERSITY
of
West
Georgia

WEST GEORGIA

WOLVES
Visual Identity and Licensing Guidelines

These visual identity and licensing guidelines, a work in progress, have been developed to protect the integrity of the university logos. Guidelines are not intended to restrict use, but to ensure appropriately tasteful application of the university’s wordmarks and logos. Use of the university’s graphic identity symbols is encouraged. Feel free to contact the offices listed in this text for assistance or questions.

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Who Owns the University's Trademarks?
The University of West Georgia trademarks are property of the Board of Regents of the University System of Georgia and are registered in the United States Patent and Trademark Office. The Board of Regents sets guidelines for how the marks can be used and puts the responsibility of monitoring and controlling use of the marks in the hands of West Georgia.

Who Decides How They Can Be Used?
The Office of Publications and Printing monitors and approves use of the logos for on- and off-campus individuals, departments, and organizations promoting the university in print publications. The Office of University Communications and Marketing approves use of the logos for advertising and marketing programs and electronic media, including the web. The Trademark Licensing Office, a unit of Business and Auxiliary Services, oversees all other uses and applications, including licensing vendors to use the marks on merchandise. These offices work closely to monitor and facilitate all uses of the trademark.

Wordmark
A type of trademark comprised of text.

Use
The wordmark should be used whenever it is appropriate to visually identify the university. The wordmark must appear prominently on all publications and printed materials, and on all titles for films, videotapes and slide presentations, university web pages, all official signage and certain university vehicles. Exceptions must be approved by the Office of Publications and Printing (for publications) or the Office of Business and Auxiliary Services (all others). The wordmark also may be used for merchandising or promotional items. Correct use of the wordmark is shown on the following pages.

Board of Regents Policy on Trademarks (711.08)
A. All trademarks* of institutions of the University System of Georgia constitute property of the Board of Regents of the University System of Georgia and all applications for registration under federal and state laws pertaining to trademark registration shall be made in the name of the Board of Regents of the University System of Georgia.

B. Authorization by the Board of Regents shall be required for the private or commercial use by any person, firm, association, corporation, institution, or other entity of any trademark developed by, or associated with the University System of Georgia or any of its institutions.

C. The presidents of University System institutions are authorized to execute on behalf of the Board of Regents certain applications for trademark and service mark registration, declarations of continuing use, declarations concerning use of specimens, conversions of applications from Principal to Supplemental Register, applications for renewal and license agreements which permit the manufacture, sale, use or distribution of services or goods bearing University System trademarks representative of the institution. Notice of trademark and service mark applications shall be sent to the Chancellor within 10 days after filing (BR Minutes, 1990-91, pp. 388-389).

D. License agreements shall name the Board of Regents as licensor, and shall be effective for the period of time as specified in the agreement. All such license agreements shall be executed on forms approved by the Attorney General, and, if not, shall be null and void and of no effect whatsoever. Funds derived from such license agreements shall remain at the institution, shall be used for educational purposes, and shall not inure to the benefit of any individual. A signed or conformed copy of each license agreement shall be filed in the office of the chief fiscal officer of the institution (BR Minutes, 1990-91, pp. 388-389).

E. The content of licensing agreements authorized as aforesaid shall follow guidelines as established and promulgated by the Chancellor (BR Minutes, 1982-83, pp. 124-25).

* For purposes of this policy, the term “trademark” shall include all trademarks, service marks, trade names, seals, symbols, designs, slogans, or logotypes developed by, or associated with, the University System or any of its institutions, or not yet registered under federal and state trademark statutes.
The University Wordmark

The University of West Georgia wordmark is the primary element in the university's graphic identity, developed to establish a consistent, distinctive visual presence. It is designed in various sizes to identify the university quickly and legibly. The wordmark is set in Stone Serif, a contemporary typeface based on classic proportions, chosen to represent the school's tradition. The words West Georgia are set prominently in upper and lower case for maximum legibility and emphasis. The word University is set in small caps; the preposition of ending the line, in contrast, with a graceful italic. The I in Georgia is dotted with a flame symbolizing the spark of intellect or the flame of knowledge. A rotating shape, it gives the wordmark a sense of vitality and movement.

Use

The wordmark should be used on all printed pieces, visual materials, and advertising that represents the university to the public. Two versions of the wordmark - horizontal and stacked - allow flexibility in differing graphic situations. Neither version should be altered, embellished, ornamented or rotated. Type should not be positioned so as to appear to be a part of the wordmark without prior approval. When enlarging or reducing the wordmark, its proportions should not be skewed or distorted.

The usage guidelines presented here apply to any individual or group using the university's trademark for any purposes. This includes students, faculty, departments, divisions, townspeople, non-profit organizations, fraternities, sororities, and businesses.

Other University Logos

West Georgia is also represented by several different registered trademarks (in addition to the wordmark):

1. UWG with Flame
2. Seal design

A few exceptions are addressed to athletics and alumni groups, when they use other symbols officially recognized by the university for their purposes.

Electronic File

Printed reproductions should be at a high level of technical quality. Logo files of high-resolution quality are available from the Department of Publications and Printing to authorized users. Photocopies or laser copies are not suitable for reproduction.
**University Colors**

Whenever possible, the wordmark should print in the official university colors. West Georgia’s official colors are red and blue, as mentioned in the university song that is often part of the commencement exercise. The flame should match PMS (Pantone Matching System) 185 red. The remainder of the wordmark is PMS 286 blue.

When the logo is published one color in a full color publication, it must be printed in the accepted blue alone, or in black alone. In a single-color publication, the logo may be printed in the color of ink used to print the entire piece.

![PMS 286 Blue](image1)

![PMS 185 Red](image2)

**Letterhead**

The official West Georgia letterhead, envelope, and business card must follow the specifications illustrated to maintain the institutional identity, and to comply with federal postal standards for automated mail. Letterhead, envelopes, and business cards must be purchased through the on-campus procurement system. They are available in black or in West Georgia red and blue. A generic letterhead is available from the Central Stores warehouse. While this is the most economical method of purchasing stationary materials, the letterhead and envelopes purchased there are not individualized.

To obtain letterhead printed with the division or department name, an order must be placed with the Department of Publications and Printing. To avoid mismatched or low resolution image, letterhead individualized by the division or department is not allowed. Low resolution or laser printed copies should not be used as originals. To maintain the integrity of the institutional image that the wordmark is designed to represent, all non-standard presentations are prohibited.

Smaller sized letterhead and notesheets are also available through the Department of Publications and Printing.

For academic departments, the appropriate college is listed under “Carrollton, Georgia.” For non-academic departments, the appropriate division is listed.

The telephone, fax, and web and/or e-mail address are listed at the bottom of the letterhead along with other pertinent information.
Design Standards

Envelopes, Mailers

No image or type should be printed below the delivery address lines because this can interfere with the automated mail sorting process. Envelopes or mailers printed with words or images below this point may be ejected from the mail automation system and processed by hand. Such pieces will incur an additional postage charge and may be significantly delayed in their delivery.

Delivery-point bar codes and four-digit zip code extensions for regular mail differ for each department or office on campus. Pre-addressed return (business reply) envelopes must carry the 30117 zip plus a standard university zip extension and bar code provided by the post office. Publications and Printing can provide the correct zip code and bar code treatment for the various types of mail.

Envelope Samples

The name of the office or department is followed by Carrollton, Georgia with the appropriate zip code. The bottom of the line “Carrollton, Georgia” is always aligned with the bottom of the logo.

Elements of #9 and #10 Business Reply Envelopes

Every item on a business reply envelope must be in its proper place.
Business Cards

The business card is designed to emphasize the university wordmark. Information appears in a pre-determined order for standardization, and may contain up to six lines of data (telephone numbers, e-mail addresses, pager numbers, web addresses, etc.)

Secondary Logos
An authorized secondary image may be used beneath the main logo, if appropriate, on business cards. (See P & P logo below.) The Director of Publications and Printing will be the person to authorize the use of secondary logos. If the director has a concern about a proposed logo, the director will consult with the Vice President for University Advancement and the department head for the unit or program submitting the proposed design. This process will be used for all new secondary logos to be developed after November 30, 2006.

Business Card Samples

Michael R. Renfrow
Assistant Vice President
Campus Planning and Facilities
University of West Georgia
Carrollton, Georgia 30118-4210
Office: 678-839-6385
Fax: 678-839-6340
mrenfrow@westga.edu
www.westga.edu

Ron Reigner, Ph.D.
Assistant Professor of
Department of Curriculum and Instruction
University of West Georgia
Carrollton, Georgia 30118-5110
Office: 678-839-6077
Fax: 678-839-6063
Cell: 678-000-000
rreigner@westga.edu
www.westga.edu

Wanda McGukin
Director
Department of Career Services
University of West Georgia
Carrollton, Georgia 30118-4470
Office: 678-839-6431
Fax: 678-839-6432
Pager: 770-000-000
wmcgukin@westga.edu
http://careerweb.westga.edu

Sally Roberts
Director
Department of Publications and Printing
University of West Georgia
Carrollton, Georgia 30118-2410
Office: 678-839-6483
Fax: 678-839-4083
sroberts@westga.edu
www.westga.edu/~pubprint

Athletics Business Card

The athletics business card emphasizes the wolf logo. The name of the sport is located underneath the athletics wordmark. The use of the wolf eyes logo for business cards is reserved for athletic department use only.

Mike Ledford
Head Football Coach
NCAA Division II, Gulf South Conference
University of West Georgia
Murphy Athletic Building
1601 Maple Street
Carrollton, Georgia 30118-1200
Office: 678-839-6539
Fax: 678-839-6538
mledford@westga.edu
www.uwgsports.com
Other Uses of the University Logo

T-shirts, mugs, key rings, and other logo items are available from the University Bookstore.
The Athletics Wordmark

University of West Georgia Athletics is represented by several different trademarks for use and support of Wolves teams or events, including the primary mark, secondary marks, and athletics wordmarks as well as those marks subsequently created for individual sports or events of the athletics program.

Use
The athletics wordmark should be used whenever it is appropriate to visually identify athletic areas or programs of the university. The athletics wordmark must appear prominently on all athletics publications and printed materials, and official signage. Exceptions must be approved by the Office of Publications and Printing. The athletics wordmark also may be used for merchandising or promotional items. Correct use of the wordmark is shown. Officially registered student or campus organizations must follow the Student Organizational Handbook when using the marks.

Wolf Claw Paw
The Wolf Claw Paw is to be used for programs associated with intercollegiate athletics as well as student programs. The correct Wolf Claw Paw versions are shown below.

The Wolf Claw Paw must be reproduced in PMS 286 blue and PMS 429 gray; or black. Approval by the Vice President for University Advancement is required to use this design in red.

Official Colors

Whenever possible, the wolves logos should print in their official colors. West Georgia Wolves official colors are red and blue, with gray as an accent color. When the logo is published one-color in a full color publication, it must be printed in the accepted blue alone, or in black alone. In a single-color publication, the logo may be printed in the color of ink used to print the entire piece.
Athletics Marks

Three-Color Wolves Logos

The Primary Mark

West Georgia Wolves

WGWOLF3C

The Wordmarks

LOGOTYPE3C

WOLVESTYPE3C

Additionally Approved Marks

STONEWOLF3C

STONETYPE3C

MONOGRAM3C

EYESLOGOTYPE3C

WOLFBODY3C

WGHEAD3C

WOLFMONO3C

CLAWPAWUWG3C
Athletics Marks

Two-Color Wolves Logos

The Primary Mark

WEST GEORGIA WOLVES

WGWOlf2C

WOLVES WEST GEORGIA

The Wordmarks

LOGOTYPE2C

WOLVESTYPE2C

Additionally Approved Marks

STONEWOLF2C

STONETYPE2C

MONOGRAM2C

EYESLOGOTYPE2C

WOLFBODY2C

WGHEAD2C

WOLFMONO2C

CLAWPAWUWG2C
The Wordmarks

LOGOTYPE1C

WOLVESTYPE1C

The Primary Mark

WGWOLF1C

HEAD1C

CLAWPAW1C

Additionally Approved Marks

STONETYPE1C

MONOGRAM1C

EYESLOGOTYPE1C

STONEWOLF1C

WOLFBODY1C

WGHEAD1C

WOLFMONO1C

CLAWPAWUWG1C
Additional Symbols

The University Seal

The University Seal is adapted from the Great Seal of Georgia which was adopted by the State Constitution of 1798. On its front side appear three pillars supporting an arch, emblematic of the three branches of government—the legislative, judicial and executive. A soldier stands with a drawn sword defending the Constitution whose principles are wisdom, justice and moderation.

**Use**
The seal is used for diplomas, certificates and documents of a formal, official nature. The seal is also the appropriate subordinate symbol used on stationery items for all academic and most administrative departments. The seal also may be used for merchandising or promotional items that reflect institutional quality. Correct use of the university seal is shown.

UWG with Flame

The UWG with Flame mark consists of the initials UWG overlaying on top of the flame. The flame symbolizes the spark of intellect or the flame of knowledge.

**Use**
The UWG with Flame may be used on merchandise, signage, stationary, and for general use.

Other Authorized Subordinate Symbols

No unauthorized wordmark, logo or graphic element may be used to represent the university or any of its colleges, schools, divisions, departments, programs or offices. However, units with significant external responsibilities or a high level of public visibility may have distinct logos that may be used as subordinate symbols with the wordmark. In certain instances, a graphic element consistent in design with the wordmark may be developed for a university program if there is sufficient justification for its approval. In these cases, the President delegates responsibility for approval of additional logos to the Vice President for Advancement. The design of logos must be created and/or approved by the Department of Publications and Printing. All academic departments and most administrative departments will use the wordmark, with the university seal as the subordinate symbol.

An example of an approved subordinate mark in its authorized colors is shown at right.
Trademarked Items for Campus Use

University departments and official student organizations may create or purchase items bearing the trademarks for internal use. Most cases will not require the group to obtain a license agreement; however, design approval must be generated by the Trademark Licensing Office located in the UCC within the Office of Business and Auxiliary Services.

The following guidelines apply to campus departments, groups, individuals, or student organizations.

**Items for resale** — West Georgia-marked items that are purchased by a division, group, organization, or individual for resale to a general audience will require a license agreement and a royalty payment.

**Items for use by group members only** — West Georgia-marked items purchased or produced by any division, campus organization, or student group for use by its own members will not require a license agreement or royalty payment, however they must be purchased from a licensed supplier.

**Items to be given away** — West Georgia-marked items that are purchased or produced by any division, group, or individual for giveaway purposes will not require a license agreement or royalty payment; however they must be purchased from a licensed supplier.

**Class projects** — Items produced as part of a class project will not require a license agreement or a royalty payment.

**The design for all such items must be approved in writing in advance by the Trademark Licensing Office.**

Web Use

All standards for printing the university and athletics marks also apply to their use on the web. When used, however, they must adhere to the previously outlined standards—the logos must always face the proper direction, their colors must meet the set standards, and they cannot be used in an inappropriate manner (no lewd or obscene appearances or apparent endorsement of extra-university programs, organizations, events, or products).

Guidelines for Off Campus Use

The University of West Georgia names and trademarks are registered in the United States Patent and Trademark Office and are the property of the State of Georgia and the University System of Georgia Board of Regents. The use of the names and trademarks by non-University of West Georgia entities is limited by state law, federal trademark law, and Board of Regents policies.

The following guidelines apply to off-campus business, supporters, and individuals.

**Sales and gifts** — The use of any University of West Georgia name, trademark, logo on any product or in connection with a manufacturer, wholesaler, screen printer, in-store producer, or any other supplier must be managed under a license agreement. Items that are purchased or produced for resale or give-away must be purchased from a licensed supplier.

**Advertising** — The use of any University of West Georgia name, trademark, or logo is prohibited without permission in advertisements that promote non-University of West Georgia entities in a way that implies endorsement by the university. Licensees and retailers of licensed West Georgia merchandise may use the marks in the promotion of their licensed University of West Georgia merchandise only.

**Associated use** — Written authorization and copy approval must be obtained from the Office of University Communications and Marketing prior to any activity which would associate the names, trademarks, or logos of University of West Georgia with those of any business or organization. This includes any association which indicates support for the University of West Georgia or any of its programs.

For permission, see Contacts section on page 15.

The use of the University of West Georgia names, trademarks, or logos, without permission, is strictly prohibited when such use does or will imply endorsement by the university.
Guidelines

Officially Registered Student or Campus Organizations

Internal use of the marks is divided into two sections, the use by internal units and the use by organizations. An internal unit is described as the “university proper” such as a college, department, program, affiliate, or center. An organization is described as an officially registered student or campus organization. The university has specifically created trademark guidelines for units and organizations to follow. Below is a listing of commonly asked questions and answers from student organizations.

Officially registered student or campus organizations must follow the Student Organizational Handbook when using the marks. The university grants organizations the right to use the university’s trademarks in custom designs because of the registration process. The Trademark Licensing Office manages the Student Use Guidelines and requires that all organizations using the mark be granted a “final approval” prior to use.

Common Questions Asked by Student Organizations

Do I need to get permission to use the marks even for use by our organization members? Yes. All organizations must fill out a Trademark Internal Use form to request use of the marks and have the use approved by Trademark Licensing. Trademark Licensing’s approval process is to ensure a licensed vendor is being used as well as reviewing the design to ensure student use design standards are followed. Included on the form is a section to request a royalty exemption. Exemptions from paying royalties are granted only by Trademark Licensing and based on the use of the marks. It is the responsibility of the organization to complete the Trademark Internal Use form, and it is best to take the form directly to the licensed vendor at the time an order is placed. However, Trademark Licensing will review the form and design for a preliminary assessment upon request. The licensee will submit the form and design to Trademark Licensing for final approval. If the Trademark Licensing Office grants an exemption, the licensee is required to keep the form on file for auditing purposes.

What is the purpose of the “®” and “™” and are organizations required to use them? To show that an entity claims the right to a mark, a notice is used such as the “™” or “®.” The “™” symbol is used to claim common law trademark rights on a mark that is not federally registered in a specific class of goods on which the mark is placed. The “®” notice is used to show the mark is owned and federally registered in a certain class of goods. Use of these notices is required next to the marks when placed on printed material on a case-by-case basis and all commercial products such as apparel including shirts, sweatshirts, etc. and novelty or advertising specialties such as pens, mugs, banners, magnets, etc.

Can our organization create our own logo? Trademark Licensing offers organizations more flexibility in design creation. You may create a “design” that identifies your group but our experience with most organizations is that these “designs” change on a regular basis as new students become members. In addition, nearly all organizations use a university trademark in their name and, since the marks are already federally registered and owned by the university, we do not allow an organization to claim ownership or federally register their organization name.

Can our organization trademark a slogan? For the same reason above, our experience is that slogans change yearly as new members join the organization. The university is disinclined to approve such requests.

Can the athletics marks be manipulated or altered? No. The Athletics Marketing Identity Program marks cannot be altered or manipulated from the original design format or color requirements. However, the marks can be used in the approved one-color or two-color design formats or the original three-colors.
Vendor Information/Trademark Protection

Our licensing program is housed under the Vice President for Business and Finance and is administered by the Trademark Licensing Office, a unit of Business and Auxiliary Services. To maintain consistency in the management of the marks, the university has created Licensing Program Guidelines. Review of these guidelines will benefit any vendor interested in a University of West Georgia license.

Licensing Requirements

To obtain a license to use University of West Georgia marks, please review UWG’s Licensing Requirements. For an application, you may download an application packet at http://www.bf.westga.edu/auxiliary/trademarks.html. When your application is approved, UWG will send the license agreement.

Licensing Information

The University of West Georgia requires that all manufacturers of products bearing the names, logos, or trademarks of the university be licensed. This serves to protect the reputation of the university by ensuring that only approved representations of the university’s marks appear before the public, and that the products bearing the marks are of good quality. Manufacturers pay royalties back to the university for use of the marks. These royalties are used to fund the licensing program and provide an added source of revenue to support other programs.

Obtaining a license:

To become an official licensee of the University of West Georgia, please contact the Trademark Licensing Office for a licensing package. Then follow these steps:

1. Complete the application form.
2. Submit product samples. Samples of each product to bear University of West Georgia marks should be submitted to the licensing office for approval. Mail samples to:

University of West Georgia
Trademark Licensing Office
University Community Center
1601 Maple Street
Carrollton, Georgia 30118

3. Sign the License Agreements. Two copies of the License Agreement must be completed, signed, and mailed to this office.

4. Submit the contract fee. A check for $50 payable to University of West Georgia must be submitted with the License Agreements. This is not an advance against future royalties.

Royalties:

The University of West Georgia royalty rate is 8% of the wholesale selling price. The $50 contract fee is not an advance against royalties. Royalties are payable quarterly and are due within 30 days of the close of each calendar quarter.

Contacts

For further information or permission to use the university's trademarks contact:

For commercial use by vendors to use the trademarks on merchandise:
University of West Georgia
Trademark Licensing Office
University Community Center
1601 Maple Street
Carrollton, Georgia 30118
Telephone: 678-839-5077
Fax: 678-839-5073
E-mail: trademarklicensing@westga.edu
Web: http://www.bf.westga.edu/auxiliary/trademarks.html

For print publications promoting the university by on- and off-campus individuals, departments, or organizations:
University of West Georgia
Publications and Printing
Back Campus Drive
1601 Maple Street
Carrollton, Georgia 30118
Telephone: 678-839-6483
Fax: 678-839-4083
E-mail: pubprint@westga.edu

For advertising, marketing and electronic media promotions:
University of West Georgia
University Communications and Marketing
1601 Maple Street
Carrollton, Georgia 30118
Telephone: 678-839-6464
Fax: 678-839-6645
E-mail: lledbett@westga.edu
UWG Web Guidelines

UWG Marks
The names, words, symbols and graphics representing University of West Georgia are property of the university protected by trademark and copyright laws of the United States and other countries. The Trademark Licensing Program oversees the use of these trademarks and symbols.

Permission is needed to use those marks on web pages. The first step in gaining permission is to select the kind of pages on which you wish to use the West Georgia marks.

Departmental or Unit Pages
Departments may use the marks on these official sites without getting permission from the Trademark Licensing Program, as long as the following conditions are met:

- The site must be a West Georgia registered, user-served web site that contains the URL “westga.edu.”
- Each page must contain a link titled “Copyright/Trademark Legal Notice” that links to http://www.bf.westga.edu/auxiliary/trademarks.html
- The “TM,” “SM” or ‘Circle R” trademark notices must not be removed from the art.
- The site cannot be used for commercial purposes.

West Georgia Students, Faculty and Staff Personal Pages
Students, faculty and staff may use the marks on their personal pages without getting permission from the Trademark Licensing Program, as long as the following conditions are met. (The Trademark Licensing Program monitors these sites for compliance.)

- The site must be a West Georgia registered, user-served web site that contains the URL “westga.edu.”
- Each page must contain a link titled “Copyright/Trademark Legal Notice” that links to http://www.bf.westga.edu/auxiliary/trademarks.html
- The “TM,” “SM” or ‘Circle R” trademark notices must not be removed from the art.
- The site cannot be used for commercial purposes.

Student Organization Pages
Student organizations may use the marks on their pages without getting permission from the Trademark Licensing Program, as long as the following conditions are met. (The Trademark Licensing Program monitors these sites for compliance.)

- The site must be a West Georgia registered, user-served web site that contains the URL “westga.edu.”
- Each page must contain a link titled “Copyright/Trademark Legal Notice” that links to http://www.bf.westga.edu/auxiliary/trademarks.html
- The “TM,” “SM” or ‘Circle R” trademark notices must not be removed from the art.
- The site cannot be used for commercial purposes.

Alumni and Friends Pages
Alumni and friends of West Georgia may use the marks if they obtain a license (see online form) from the Trademark Licensing Program and meet the following conditions.

- Each page must contain a link titled “Copyright/Trademark Legal Notice” that links to http://www.bf.westga.edu/auxiliary/trademarks.html
- The “TM,” “SM” or ‘Circle R” trademark notices must not be removed from the art.
- The site cannot be used for commercial purposes.
- Must approve the site and any changes.
- There will be an expiration date to the license. One may apply to renew the license.
- The license can be terminated if a violation of licensing conditions occurs.

Other Pages
If your pages aren’t defined above, contact the Trademark Licensing program for information about using UWG marks on your pages.

Online Usage Information
The university’s “Official Logos and Seal Usage” web page can be accessed at http://www.westga.edu/~techlife/html/seals.shtml