Licensing & Trademarks

Texas A&M University Student Rules require student organizations to have advance approval before using A&M trademarks and logos. Licensed vendors (screen printers for apparel, for example) will handle the licensing work directly with the licensing office, and most vendors in the Bryan/College Station area meet this requirement. If you are using a non-A&M licensed vendor or need other licensing assistance, please contact the Office of Business Development at (979) 845-1203 or visit room 205 in Bizzell Hall East. All products that are officially licensed must include a label or sticker featuring the Collegiate Licensed Product (CLP) logo.

For more information about Licensing and Trademarks associated with Texas A&M University, please visit http://trademarks.tamu.edu as well as http://brandguide.tamu.edu/

Trademarks

Word trademarks of the university include:
- Aggie
- Aggies
- Texas Aggies
- Texas A&M
- Texas A&M University
- TAMU
- Twelfth Man
- 12th Man
- 12th Mania
- Gig 'Em
- Texas Aggie Bonfire
- Wrecking Crew
- Old Sarge
- Fightin' Texas Aggie Band

Design trademarks of the university include:
- Block ATM
- A&M (stylized)
- University Seal
- University Ring Crest
- Ring Design
- Corps Insignia
- Gun and Sword
- Bugle with Banner
- Star
- T Star (with design)
- Bonfire (with flames)
- Reveille
- Ol' Sarge Head
- Gig 'Em

The Office of Business Development will also only approve art graphics which utilize the following Pantone Monitoring System (PMS) colors to depict the university trademarks: maroon (PMS 505), gray (PMS 422), and gold (PMS 873) and green (PMS 341) for the university seal. Finally, the registered trademarks of Texas A&M University cannot be utilized in internet domain names purchased by a student organization.
Posting Materials on Campus

At Texas A&M University, designated areas for posting include several public kiosks located throughout buildings on campus as well as kiosks controlled by a designated proctor for that area.

Personal one-of-a-kind notices from students, faculty, or staff are limited to authorized areas marked for "personal notices," including public, open posting areas.

If your student organization is sponsoring an outside group or agency, be mindful that sponsorship implies participation in the organization, promotion, scheduling, and production of the event by members of the sponsoring organization. Recognized student organizations will be held accountable for activities sponsored by the organization.

General Posting Guidelines

The general posting guidelines are as follows:

- **Recognized student organizations shall include the following statement on all postings: "The opinions and views expressed do not represent those of Texas A&M University."**
- When interested in posting materials in controlled bulletin boards, student organizations are responsible for working with the individual responsible for the space and will abide by all of the space specific guidelines related to size, duration, etc.
- It is strongly recommended that all postings contain the name of the responsible student organization or individual and a clearly visible expiration date.

- Persons or organizations that post materials are responsible for removal of material when the posting date has expired. An expiration date will be considered one day following the date of the event.
- Artwork will be in compliance with applicable guidelines for the use of University marks, names, or logos.
- Materials should not overlap or conceal other postings.
- Materials must be attached to bulletin boards so as not to deface or destroy the surface. Signs, posters, or flyers will be attached to cork boards with tacks, and kiosks with tacks or masking tape. No scotch tape or staples are to be used.
- Materials must not be attached to glass surfaces, restroom stalls, indoor or outdoor walls/doors, vending machines, trashcans, trees, light posts, sidewalks, or other similarly unauthorized locations.
- Chalking of sidewalks is strongly discouraged.
- Additional authorizations and/or restrictions that may be required by building or area proctors, residence hall councils, or departmental units in specified public areas and buildings on campus will be posted.
Banners

There are 7 banner locations available between the building columns on the north side of the Koldus building.

Guidelines:
- Only vinyl banners will be allowed.
- Horizontal length of banner must be 10-25 feet long.
- Vertical height of banner cannot exceed 4 feet.
- Banner must have metal grommets at each corner, and spaced every 2 feet along the top.

Content of banner:
- Complete name of sponsoring organization/department is required.
- Banner must advertise on-campus events or functions sponsored by recognized student organizations or academic/administrative departments. Banners may also advertise departmental resources available to the campus community.
- All banner material must be in compliance with University and Student rules.

Reservations & Cancellations:
- Recognized student organizations or campus departments will need to submit a completed Koldus Banner Reservation Form to University Center and Special Events (UCSE) on the second floor of Rudder Tower. The form can be found at http://uc.tamu.edu/banner
- Recognized student organizations and campus departments may initially reserve a Koldus banner location twice a semester. If extra reservations are needed, the organization may submit an additional request (pending availability) to the UCSE office one week prior to the requested reservation date.
- Reservations will be made in one-week blocks, beginning and ending on Sunday, and the banner must be displayed the entire week. There will be one banner location (between the columns closest to the main entrance of Koldus) that may be an exception - this will only be for special campus-wide events (i.e. Silver Taps) where the banner is not appropriate to be displayed for the entire week.
- Reservation requests will be accepted beginning April 15 for the fall semester and November 15 for the spring semester, and will be accepted (pending availability) through noon on the Friday prior to the requested week. Reservations are assigned based on a priority system, including the date of the request, size and longevity of the advertised event, and space availability. Banner reservations may be moved to accommodate official university functions.
- Reservations are non-transferrable and that space cannot be given to another group.
- Failure to cancel banner space one week prior to the reservation start date will result in loss of future privileges to make banner reservations.

Set-Up & Removal:
- UCSE Staff will set up and remove all banners. Any organization who attempts to hang their own banner will lose the privilege if making future banner reservations.
- UCSE will not assume liability for any lost, damaged, or unclaimed banners.
- Banners must be dropped off at the UCSE office by 2pm on the Friday prior to the week of the reservation.
- Banners will be available to be picked up from the UCSE office beginning at noon on the Monday following the end of the reservation.
- Banners must be picked up by the end of business hours the following Thursday; any banners left in the UCSE office will be removed and thrown away.

Student Organization Web Sites

Use of computing services at Texas A&M University is governed by the Standard Administrative Procedure for Acceptable Use of Information Resources, which can be located at http://rules-saps.tamu.edu/PDFs/01.01.01.M0.01.pdf

Student organizations must be familiar with these guidelines before requesting an account.

The privileges of student organization recognition include:
- 20 MB of web space
- 40 MB email account
- Mailing list account through the Department of Student Activities

Additional space may be granted at the discretion of the department. The email accounts of recognized student organizations are not to be used for spamming or

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Sandwich Boards

Sandwich boards (also known as "A-frames") are free-standing, temporary signs that contain advertising messages. Generally, a permit is not required for the placement of sandwich boards in traditional and designated public forums as defined by Student Rules (http://student-rules.tamu.edu/append11). The following guidelines apply to the posting of sandwich boards on-campus.

Sandwich Board Guidelines

- Sandwich boards shall not impede or restrict the flow of vehicular or pedestrian traffic, including sidewalks, building entrances/exits, and handicap ramps.
- Sandwich boards may not be chained or locked to University property, including trees, handrails, street or lamp posts, and buildings.
- Board size may not exceed 48" tall x 36" wide.
- Sandwich boards should be weighted to withstand wind and other weather conditions.
- Sandwich boards should be displayed for no more than one consecutive week (seven days).
- When promoting an event or activity, sandwich boards should be removed within 24 hours of the end of the event. Otherwise, displays should be removed when the advertised message is no longer timely or applicable.
- Lost, stolen, and/or damaged sandwich boards are the responsibility of the individual owner, student organization, or department.
- Sandwich boards that do not comply with these guidelines will be removed and further disciplinary actions may be taken.

Locations

- Commonly utilized spaces include:
  - Greenhouse area across from the Commons
  - Chemistry Fountain Plaza
  - Academic Plaza
  - West Campus Mall Area (near the flag poles)
  - Sbisa Plaza

- Space Reservation: Due to space limitations, certain locations require a reservation for the placement of sandwich boards and other signs. Contact the facility proctor prior to placing a sandwich board to determine whether a reservation is needed (contact information for commonly utilized spaces can be found at the bottom of this page).

It is recommended that contact name and information is attached to the back of posted sandwich boards. This information could prove helpful in case the board is found, damaged, or needs to be moved from its original location.

The Division of Marketing and Communications offers services in building marketing plans, news and external relations, and university business relationships. Staff members from Marketing and Communications are available to assist student organizations with print, video, and photo needs, press releases, and general marketing consultation. More information about this office's services and location can be found at http://marcomm.tamu.edu/.
Calendars

The Department of Student Activities maintains several calendars for public use and includes:

- **The Get Involved Calendar**: The All-University Calendar gives you access to events going on from departments around campus who host events which are open to the entire Texas A&M University community.

- **Events Calendar**: The Events Calendar gives you the ability to sign-up for various events in the Department of Student Activities or post your organization events including:
  - Introduction to Strengths
  - NSO Informational Meeting
  - SOFC Financial Training
  - Strengths Round 2

- **Lists of Sponsored/Authorized Activities**: To assist in the communication of university-related activities that may result in a student being absent from class, the Department of Student Activities administers both an Authorized and Sponsored Activity List

All items submitted for the semester calendars and for the Get Involved Calendar will be posted on a first-come, first-serve basis. Submission of this information implies permission for the Department of Student Activities to distribute any of the data (phone numbers, names of contact persons, etc.) to other publications requesting the information.