All student associations are considered sponsored brands and must adhere to the university’s identity guidelines when creating apparel, posters or other promotional material. Sponsored brands are formally affiliated with the university and may have their own marks or identities (example A), but may also use the master brand lockup (example B) — particularly in promotional items.

SPONSORED BRAND EXAMPLES:

A

UB Field Hockey club mark.

B

UB Field Hockey club mark used in conjunction with UB master brand lockup. Note the clear space between the two marks.

Trademark symbol required. Always use the merchandising versions of UB marks and logos, which have the ® or ™ symbols. All uses must be approved by the Trademarks and Licensing office at UBTrademarks@buffalo.edu.

EXAMPLES:

Interlocking UB with registered symbol.

UB Spirit Mark with trademark symbol.

Formal Academic Name with registered symbol.

The university name is trademarked and therefore requires a registered symbol in all instances.
Always respect the clear space. If using any official word mark or logo, place adequate clear space around all sides.

**MASTER BRAND LOCKUP:**
When using the Master Brand lockup, a space equal to three widths of the interlocking UB should be observed around the perimeter of the logo.

**SPIRIT MARK:**
When using the Spirit mark, measure from the tip of the horn to the top of the Bull’s head to determine the minimum amount of clear space. This measurement should be observed around the perimeter of the mark.

**FORMAL ACADEMIC NAME:**
When using the formal academic name, use the height of the largest letterform to determine the minimum amount of clear space. This measurement should be observed around the perimeter of the name.
Using one of the master brand lockups? The SUNY modifier version should only be used to raise awareness among new audiences who are not familiar with SUNY. You cannot combine these marks with other visuals, logos or text, and they must have appropriate clear space on all sides.

**PRIMARY LOCKUP:**

![Primary Lockup Example](image)

**ALTERNATE LOCKUP FAMILY:**

![Alternate Lockup Family Example](image)

**EXAMPLE:**

![Example Image](image)

**DO:** Use appropriate clear space when using the master brand lockup.

**DON'T:** Do not combine your mark with the master brand lockup.
Using the university’s names?

**FORMAL ACADEMIC NAME:** University at Buffalo  
**INFORMAL ACADEMIC NAME:** UB

If you’d like to include the formal academic name, it cannot be aligned with any other imagery, and you must adhere to the clear space rule. You may use our informal academic name in direct relation to your organization’s name, as long as UB is not represented in a logo or connected to form a new word.

**FORMAL NAME EXAMPLE:**

**DO:** Here, the university’s formal academic name is used in combination with a club’s name. No additional imagery or graphics are used and the required amount of clear space is observed.

**DON’T:** In this example, the university’s formal academic name is being used with additional imagery and the minimum amount of clear space is not observed.

**INFORMAL NAME EXAMPLE:**

**DO:** Here, the university’s informal academic name is being used as part of the club’s name.

**DON’T:** In this example, the university’s informal academic name is being used to create the word “UBuffalo.”
Using your own graphics or logo? You may use graphics and logos to represent your club, but they cannot be used in conjunction with the master brand lockup or full university name. Again, respect the clear space rule.

EXAMPLE:

**DO:** Here, the informal academic name is being used appropriately without any other official UB trademarks.

**DON'T:** Do not used the interlocking UB, formal academic name or any official university mark within a graphic.

Using the spirit mark or interlocking UB? These marks can never appear alone and should always have clear space. You must use a supporting reference, such as University at Buffalo, Buffalo, UB, the master mark or even a buffalo.edu URL.

EXAMPLE:

**DO:** This example follows the proper clear space rules and has the supporting "Buffalo" reference.

**DON'T:** This example does not have a reference to UB or buffalo and does not adhere to proper clear space rules.
Using our typefaces? If you are using official UB trademarks, please use our official brand fonts, More Pro or Sofia Pro. If you do not have a license for these typefaces, please use Arial or Georgia as a replacement. The Athletics typeface cannot be used in any application unless you obtain written permission from the Athletics Department.

OFFICIAL TYPEFACES:

Sofia Pro

Buffalo  ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
  abcdefghijklmnopqrstuvwxyz !@#$%&*(){}"

More Pro

Buffalo  ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
  abcdefghijklmnopqrstuvwxyz !@#$%&*(){}"

Use the SA logo. Don’t forget to include the SA logo on your material. Please make sure you have appropriate clear space around all marks.

What to do next.

STEP 1: Choose a vendor
STEP 2: Obtain trademark approval from Trademarks & Licensing office
STEP 3: Confirm trademark approval with SA advisor
STEP 4: Proceed with production

For approved vendor list and trademark approval request form, visit buffalo.edu/licensing/for_UBconstituents

Other helpful links.

Please review the policies of the Trademarks and Licensing Program, which includes a list of prohibited items at buffalo.edu/licensing/policies

For creative guidelines, visit buffalo.edu/brand/creative

Questions?

Contact Cynthia Todd,
Trademarks and Licensing Manager
EMAIL: UBTrademarks@buffalo.edu
PHONE: 716.645.4585