MARKS PERMITTED

If using university marks in designs:
• Your organization’s full name must appear in the design
• Your relationship to the university must be clearly identified with “club”, “student chapter” or “student organization”
• “At ISU”, “at Iowa State”, or “at Iowa State University” must follow or be in close proximity to your organization’s name
• Athletics’ official font cannot be used.

EXAMPLES OF ACCEPTABLE USES VS NOT ACCEPTABLE USES

Acceptable

Not Acceptable

Without “at” tagline
Descriptor much smaller than club name
Without “club” or other descriptor

MARKS NOT PERMITTED

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Registered and Campus organizations are permitted to use “at ISU”, “at Iowa State”, or “at Iowa State University” to identify with the university as provided in the Student Use Guidelines.

### MARKS PERMITTED

Registered and Campus organizations are permitted to use “at ISU”, “at Iowa State”, or “at Iowa State University” to identify with the university as provided in the Student Use Guidelines.

### ACCEPTABLE VS. NOT ACCEPTABLE USES

**Acceptable**

- Kappa Kappa Gamma at Iowa State
- **KKΓ at ISU**
- Cantamus Student Choir at Iowa State
- Blood Drive Student Organization at ISU
- Doctors Without Borders Student Chapter at ISU
- Doctors Without Borders Student Chapter at Iowa State
- **DWB Student Chapter at Iowa State**

**Not Acceptable**

- Iowa State Doctors Without Borders
- Iowa State Doctors Without Borders
- Iowa State University Craft Club

### MARKS NOT PERMITTED

- Graphics that overlap trademarks
- Altered Marks
- Vintage Marks
- Generic Campaniles and tornadoes
- New versions of Cy
- Generic cardinal-type birds

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SPONSORED ORGANIZATIONS

MARKS PERMITTED

Official Word Marks:

IOWA STATE UNIVERSITY

Athletics Inventory of Marks:

STATE
CYCLONES

Also Available:

IOWA STATE UNIVERSITY
IOWA STATE
ISU

CYCLONES
CYCLONE
CLONE
CY

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EXAMPLES OF ACCEPTABLE USES

SALC

SPORT CLUB COUNCIL

IOWA STATE UNIVERSITY
STUDENT GOVERNMENT

IOWA STATE UNIVERSITY
MEMBERS AND PROFESSIONAL STUDENT ORGANIZATIONS

MARKS NOT PERMITTED

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Altered Marks
Vintage Marks
Generic Campaniles and Tornadoes
New versions of Cy
Generic cardinal-type birds

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