

ESC Sponsorship Guidelines

Our goal is to help clubs get the recognition they pride themselves on within the bounds set forth by the University and its representatives. To best do this, Engineering Student Council evaluates clubs based on certain criteria, and decides whether or not to sponsor that club. Sponsorship by ESC is a statement that the club has met these criteria for the semester, and should be allowed to represent themselves and the University in **competitions** through use of more prominent trademarks. Note that as it currently stands, we only offer sponsored-level trademarks for competition representation.

The guidelines for this sponsorship are outlined in the table, check your club's eligibility and then fill out the Sponsorship form linked below. Please do not hesitate to contact isu.esc.communications@gmail.com with questions!

Sponsorship is on a per-semester basis, with a "clean slate" starting each semester.

| Requirement | More info/Advice |
|--|---|
| Club is in good standing for 3 years | https://www.engineering.iastate.edu/esc/clubs/good-standing-policy/ |
| Club is at affiliated tier | https://www.stuorg.iastate.edu/ *Look in information tab of your club page* |
| Club holds outreach events: at least once per semester OR twice per academic year | Includes events put on by the club for K-12 or for general community awareness |
| Clubs must attend at least 75% of general meetings, (usually 4+ held per semester) | Beneficial to elect an "ESC Representative" position within club executive board to ensure attendance availability. |
| Club must use the ESC Trademark form for requests to use ISU trademarks | Please use it I made it for you |

For ESC Sponsorship, use [this link](#)

For Trademark requests, use [this link](#)

General Trademark Tips and Information:

- Even if your product only uses “Affiliated” marks, you still must fill out the Trademark Request form linked above, just not necessarily the sponsorship form.
- The ESC logo must appear **prominently** on the item in question. This means it cannot be hidden or “lumped” into a sponsor block
- Use ™ symbol for non-apparel items, ® for apparel items
 - Must appear after EVERY mark/phrase
 - Neither should appear below a 10 pt. font on the item
- Allow 3 weeks for full processing with no Trademark feedback
- Even with ESC Sponsorship, Trademark restricts the use of sponsored-level marks to competition use only
 - Ex. Polos for competition teams, wraps for racing vehicles, etc.

Approximate Timeline:

1. Club fills out Sponsorship Form at beginning of each semester

| Task | Time Estimate |
|---|---|
| Club submits Trademark Request Form for item | ~1 Week |
| Submission reviewed by VP of Trademark | |
| (Optional) Suggestions sent back to [hopefully] adhere to Trademark Guidelines <ul style="list-style-type: none">• We're not perfect :) | |
| VP of Trademark submits club request to ISU Trademark | |
| Trademark responds with “Approved” or “Approved with Changes” OR | ~2 weeks, depending on how quickly they respond and if revisions are necessary OR |
| Trademark responds with “Rejected” and VP of Trademark works with club to revise request | ~2+ weeks, depending on response time and what revisions necessary |

Sponsorship Patches:

ESC has prepared 8 templates for the sponsorship patch, ranging in color palette and orientation. You can select one of these to place prominently on the item in question, or if none of these work for your item, we can work with the graphic designer to find a solution. Please find the folder of patches below.

<https://drive.google.com/open?id=1ZWDjYqnFdopFMiSZv8aTINzI0iMyakqe>

These are the marks afforded to clubs at the “Registered” level.

REGISTERED OR CAMPUS ORGANIZATIONS

IOWA STATE UNIVERSITY

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 | Kappa Kappa Gamma Spring Formal 2018 at Iowa State University | <i>Bantamus</i> 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 | <i>DW'B Student Chapter</i> 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 tornados |  New versions of Cy |  Generic cardinal-type birds |
|--|---|---|---|--|---|

This is a reference guide only. For complete details, refer to the [Student Use Guidelines](#).





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Third party marks are not permitted with university trademarks without written permission from the third party.

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These are the marks afforded to clubs at the “Affiliated” level.

AFFILIATED ORGANIZATIONS
IOWA STATE UNIVERSITY

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

National Agri Marketing Association
Student Chapter at Iowa State

NAMA Student Chapter
at Iowa State


NAMA
Student Chapter
AT ISU


**Lacrosse Club
at Iowa State**


**Lacrosse Club
at Iowa State**


Not Acceptable

~~**Iowa State
Lacrosse Club**~~
Without “at” tagline


~~**Lacrosse!
at Iowa State**~~
Descriptor much smaller
than club name


~~
Lacrosse~~
Without “club” or
other descriptor


MARKS NOT PERMITTED


~~~~
Graphics that
overlap trademarks

~~**CYCLONES**~~
Altered Marks

~~~~
Vintage Marks

~~~~
Generic Campaniles
and tornados

~~~~
New versions of Cy

~~~~
Generic cardinal -
type birds

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These are the marks afforded to affiliated clubs that qualify for ESC Sponsorship.

SPONSORED ORGANIZATIONS

IOWA STATE
UNIVERSITY

MARKS PERMITTED

Official Word Marks:

IOWA STATE UNIVERSITY.

IOWA STATE
UNIVERSITY.

Athletics Inventory of Marks:



Also Available:

IOWA STATE UNIVERSITY
IOWA STATE
ISU

CYCLONES
CYCLONE
CLONE
CY

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- Athletics' official font cannot be used.

EXAMPLES OF ACCEPTABLE USES



MARKS NOT PERMITTED



Graphics that
overlap trademarks



Altered Marks



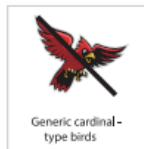
Vintage Marks



Generic Campaniles
and tornados



New versions of Cy



Generic cardinal-
type birds

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