Student organizations that do not have their own logo may choose from the three shown above to identify their organization or club.

If the group is part of a national organization, the organization may attach one of the lines below to the national organization’s logo.

- at the University of Wisconsin-Milwaukee at UWM
- at UW-Milwaukee

at University of Wisconsin-Milwaukee at UWM
at UW-Milwaukee

For assistance developing the logo for your specific organization, please contact:

Lauren Abramowski
Revenue Contracts & Trademark Licensing Coordinator
University of Wisconsin-Milwaukee
Auxiliary Services, Union 329
414-229-5577
abramow2@uwm.edu
Guidelines

For use by UWM Registered Student Organizations

This publication has been prepared by the UWM Licensing Office as a guide for student organizations at UWM for use of University of Wisconsin-Milwaukee logo and trademarks. Questions regarding this information should be referred to:

Lauren Abramowski
Revenue Contracts & Trademark Licensing Coordinator
University of Wisconsin-Milwaukee
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Using the University’s Name and Marks
The University of Wisconsin-Milwaukee Logo and the Athletic Panther Logo are registered trademarks of the University and may only be used by official university offices and departments. These logomarks include the acronym UWM, the two wavy lines, the registered trademark sign, the logo signature, the words University of Wisconsin-Milwaukee, the letters UWM in any shape or form, and the Panther logo in whole or in parts. Student organizations cannot use UW-Milwaukee logos or UW-Milwaukee in the possessive as part of the name of their organization. This includes web addresses, emails and social media applications.

Permissible Examples of Registered Student Organizations Name Format
“Sports Club at the University of Wisconsin-Milwaukee”, or “Science Club at UWM”.

Impermissible Examples
“University of Wisconsin-Milwaukee Sports Club” or “UWM Science Club”.

An acceptable type treatment format for attaching the University’s name to your Student Organization name has been developed. Samples of logos and type treatment options are on the back of this brochure.

Artwork for both the logos and type treatment options are available through the PantherSync website, as well as from Lauren Abramowski. (Please refer to her information below.)

If a sports club wishes to make use of the word “team” in its title, it is encouraged to use the word “club” preceding the word “team”. Sports related clubs should include the following disclaimer on their Literature.

The ________________________ is a student organization and is not affiliated with the University of Wisconsin-Milwaukee Department of Athletics.

If an organization has a question about their choice of names they can contact:

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