

Logo Exception Request

University Communications is charged with ensuring consistent and concise applications of the official UC Riverside brand identity system across all affiliated campus units, including schools, colleges, academic and administrative departments, and most centers. University Communications is available to create and provide logos to all campus units, free of charge. Stand-alone logos or logo variations created by other entities are not allowed. Requests for logo variations must be reviewed and approved in writing by University Communications and will only be approved if they meet needs-use criteria.

To request consideration of a logo variation, please complete the following information. In the Wrike request form, please upload the logo your campus unit, department, school, or college is currently using. Allow a minimum of 2 weeks for a formal response.

Your name:

Your title:

Name of your campus unit, department, school, or college:

Name and title of the person who approved this logo exception request:

What logo are you currently using?

Where/how do you use/display your current logo? (Example: websites, forms, printed materials, etc.)

What is the reason for requesting modifications/revisions to your current logo? (Limit 600 characters.)

Is your logo intended primarily for use with internal campus audiences (such as current students), or for external audiences (such as alumni or supporters), or both? (Limit 600 characters.)

Other comments: (Limit 800 characters.)

For Internal Use Only

