Graphic Standards

Alumni Logos
- **ALWAYS** use logos in their original form.
- **ALWAYS** include the UCF Alumni logo and website, ucfalumni.com, on all printed materials. Regional chapters may also incorporate their unique, geographic-based logo.
- **DO NOT** distort or modify the approved logos in any way.

Text
- **INCLUDE** the words "UCF Alumni Chapter" or "UCF Alumni Club" in the name of each chapter or club respectively.
- **INCLUDE** the entire chapter or club name at least once in each printed piece.
- **ALWAYS** write the UCF Alumni telephone number as "407.823.2586".
- **DO NOT** use more than three different types and sizes of fonts when designing a printed piece.

Athletics Logos
- **DO NOT** use university or UCF Athletics marks without written consent. These logos are registered trademarks.
- **DO NOT** use the UCF Athletics marks to represent UCF as a university or an individual academic or administrative unit.
- **DO NOT** use the Primary UCF Athletics Mark without approval.
- **DO NOT** use photos or graphics posted on the university website, the UCF Athletics website or the UCF Alumni website without written consent.

Do not use without approval
Primary UCF Athletics Mark: