16.0 University Logos: Trademark Requirements

Radford University has an established trademark licensing program to protect and control the use of the University's names, marks and official logos. The University licenses only those products or goods which promote the desired image of RU and demonstrate quality and good taste.

The most familiar of RU's official marks are the University seal, the RU logo, and the visual image of the Highlander. **University departments are required to use an officially licensed RU manufacturer when ordering items bearing the University's trademarks and have artwork approved by University Relations or Athletics prior to production (e.g. caps, shirts, gift items, etc.).**

To obtain a current listing of licensed manufacturers or additional information about the licensing program, call University Relations at 831-5324.

**Items for Radford University Athletics that require use of the University logo and to the Highlander image are approved by personnel within that department.**