




To: Vendor Community  
From: Matthew A. Larson, Director   
Procurement Services  
Re: Reminder - Use of UConn Logos  
Date: February 21, 2017

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We appreciate your continued support of the University of Connecticut. As a reminder, UConn prohibits the use of the UConn logo without express permission from the University, including use of the UConn wordmark. Additionally, the Husky Dog logo is the official logo for UConn Division I sports teams and is reserved primarily for athletic uniforms and related retail merchandise.

For those that may not be familiar with the current procedures governing the use of the UConn logo, trademark and licensing approval is required for anyone desiring to include any UConn logo in association with firm's respective product(s). Prior to using the UConn logo, interested vendors must first apply for, and obtain, a license through The Collegiate Licensing Company (CLC) as outlined in the University's policy found at <http://www.uconnhuskies.com/Trademark-Licensing-and-Branding.html>.

Questions related to use of the UConn logo and/or trademark licensing and branding policy may be directed to Kyle Muncy, Associate Director of Athletics/Strategic Communications and Brand Management via telephone at (860) 486-9097 or via email at [kyle.muncy@uconn.edu](mailto:kyle.muncy@uconn.edu). Again, thank you for your continued support of UConn.