



## UNIVERSITY AT BUFFALO GRADUATE STUDENT ASSOCIATION INC.

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### GSA Logo Policy

The GSA logo is property of the University at Buffalo Graduate Student Association. It is appropriate for communications intended for audiences within and outside of the UB system. The GSA logo serves as a signature.

Active member clubs and individual members have the right to request access to use the GSA logo. This request must be made and approved before the logo can be used. An example of appropriate logo use is on a flyer promoting a GSA-supported club activity or event. When a request is granted, official GSA logo files will be sent to the requesting party. It is important that we maintain consistency in identity presentation. As such, refrain from: stretching or condensing the logo dimensions, altering or replacing the typeface, applying drop shadows or other visual effects, skewing or warping the logo, or adding extra elements to the logo.

For goods produced and purchased with the GSA logo, the Graduate Student Association follows the University at Buffalo Trademark and Licensing Code of Conduct (2015-4-1, [www.buffalo.edu/content/dam/www/licensing/files/UB-Trademark-and-Licensing-Code-of-Conduct-4-1-15.pdf](http://www.buffalo.edu/content/dam/www/licensing/files/UB-Trademark-and-Licensing-Code-of-Conduct-4-1-15.pdf)).

The GSA reserves the right to use or modify the logo for their own marketing and promotional aims.