



Policy regarding the use of the silhouette longhorn and all University of Texas trademarked images

The silhouette longhorn is a trademarked logo and is owned by the University of Texas. The Texas Exes, including our chapters, have permission to use the silhouette longhorn and other UT trademarked images but must follow the policies set by the Office of Trademark and Licensing. The following policies are in place to protect the value of the trademarks and apply to all UT trademarked images.

- The silhouette longhorn image must not be changed or altered in anyway.
 - For example: the color cannot be changed, words cannot be written over the image, etc
- You must use the trademarked silhouette longhorn with the registered R in the upper right hand corner. Courtney or Maddie can provide you with this version.
- **All merchandise* bearing the silhouette longhorn must be produced by a licensed vendor *and* approved by the Office of Trademark and Licensing. To obtain approval for the use of the longhorn silhouette, please use the Trademarks and Licensing portal found here: <https://trademarks.utexas.edu/>.
- The University and Board of Regents policy strictly prohibits the use of corporate marks in connection with the silhouette longhorn.
- The use of the silhouette in conjunction with alcohol related products is prohibited.
- When using the silhouette longhorn to promote a chapter hosted event, the chapter logo should be the prominent logo and the silhouette longhorn should be used only as a secondary logo.

If you have any questions regarding the use of the silhouette longhorn or any trademarked images please contact Courtney or Maddie. Not following the above guidelines can result in the Texas Exes and the chapters losing the right to use the silhouette longhorn and other trademarked images.

**Please note that the Texas Exes do not encourage chapters to get into the business of producing and selling merchandise.*