



ULM Warhawk Logos

Frequently Asked Questions

Last Revision: August 1, 2006

(NOTE: this FAQ applies to ULM entities only)

1. Which ULM department controls the Warhawk logos?

All Warhawk logos word marks and images are owned, trademarked, and controlled by the ULM Athletic Department. Any use of these marks without the written approval of the Director of Athletics (or designee) or the Collegiate Licensing Company (CLC) is expressly forbidden.

2. What is CLC and why must I abide by their regulations?

CLC is the Collegiate Licensing Company. CLC protects the logos, word marks, and other imagery of universities across the United States. By protecting and regulating use of these logos, CLC ensures a university receives the royalties on the marks and logos each university owns. It is in the best interest of ULM to use CLC in controlling the use of the Warhawk logos.

3. I need to use a Warhawk logo. Who do I contact in the Athletic Department and make a request?

Contact Doug Mosley, Associate Athletic Director, at (318) 342-5442 or dmosley@ulm.edu for basic information. However, any formal request for using the Warhawk logo must be in writing. Send your written requests to dmosley@ulm.edu.

4. What information needs to be provided?

Your written request should explain why you need the logo and how it will be used. A formal sketch or layout is not required, although it would be helpful.

5. OK - I've gotten the preliminary "go ahead" to use a Warhawks logo. Where do I get the logo?

Contact the licensed vendor who will manufacture your product and have them login to "Logos On Demand" at <http://www.logosondemand.net/clc/>. Once logged in, the vendor can download the correct logo(s) from there. "Logos on Demand" has the full compliment of ULM Warhawk logos in one, two and full color.



ULM Warhawk Logos

Frequently Asked Questions

Last Revision: August 1, 2006

(NOTE: this FAQ applies to ULM entities only)

6. Why can't Athletics just give me the logo I need so I can send it to the vendor? Seems like it would be easier and cut down on the "red tape."

Control of the Warhawk logo is paramount. Certainly the Athletic Department wants the Warhawk logo and marks to be used, but the correct and proper use is required to properly brand the Warhawk name and image.

7. How do I know if my design has been approved?

After your vendor submits the request to "Logos on Demand", ULM's Director of Graphic Services has final OK on all designs.

8. Where can I get a list of licensed vendors?

A list of licensed vendors is available from the Athletic Department. Contact Doug Mosley, Associate Athletic Director, at (318) 342-5442 or dmosley@ulm.edu.

9. How can my vendor get licensed? Isn't it expensive?

Vendors can start the licensing process by visiting the CLC web site at www.clc.com and clicking on the "Licensing Info" link at the top of the page.

There are several types of licenses available. For example, there is a license strictly for vendors to reproduce merchandise and products solely for internal consumption on the ULM campus. Other types of licenses cover the retail aspect of selling licensed products.

The licensing fees and application process should be considered a vendor's cost of doing business with the university.

10. My vendor is not CLC licensed. Can they reproduce the Warhawk logos?

No. Only licensed CLC vendors may legally reproduce the Warhawk logos.



ULM Warhawk Logos

Frequently Asked Questions

Last Revision: August 1, 2006

(NOTE: this FAQ applies to ULM entities only)

11. But the CLC web site says "exemptions for university use." Why can't my unlicensed vendor reproduce the logo if the use is just on campus?

The exemption applies to the royalties paid on any Warhawk merchandise for athletic use. Other campus entities must pay the royalties, which goes to athletics. In all cases, the royalty is built into the cost of producing the merchandise or product.

12. This wasn't an issue before. Why now?

The university did not enforce the use of the Indian logo and artwork in the past, denying royalties that rightfully belong to the university.

With the new mascot in place, ULM has a relatively "clean slate" to enforce the use of the logo and start retaining royalties. This stricter control of the Warhawk logos is a business decision and one ULM fully partners with CLC.

In addition, the increase in piracy, rip-offs and counterfeit goods has heightened ULM's awareness of being more diligent in controlling the Warhawk logos and associated property rights owned by ULM.

13. My vendor is currently going through the process of getting CLC licensed. Can they reproduce the Warhawk logos?

In some circumstances, vendors who are in the process may reproduce the Warhawk logos, based on the status of the application. Contact Doug Mosley, Associate Athletic Director, at (318) 342-5442 or dmosley@ulm.edu for more information.

14. What advantages does using a licensed vendor provide?

Using a licensed vendor protects the university by ensuring royalty payments to ULM athletics for the sale of Warhawk merchandise, plus ensuring the Warhawk logo is accurately and faithfully reproduced. Licensed vendors will use the correct colors, inks, threads, etc., whether printing t-shirts, embroidering shirts, making mouse pads, or any other Warhawk merchandise or product.



ULM Warhawk Logos

Frequently Asked Questions

Last Revision: August 1, 2006

15. I have a great idea on modifying the Warhawk logo. Can I submit my design to ULM, CLC or Logos on Demand?

No. The Warhawks logo cannot be modified, altered, or otherwise changed outside the official variations supplied by Rickabaugh Graphics. Rickabaugh Graphics provided plenty of variations in the logo to cover virtually every application. The only modification allowed is in the “live banner” area of a logo where a specific team or athletic department may be identified (see below.) ULM entities outside athletics are not permitted to use the live banner area.



16. I'd like to use other colors than maroon and gold for the Warhawks logo. Can I do that?

No. The colors used in the Warhawks logo have specific color values based on the media used (print, digital, etc). The correct color values are:

PANTONE	C – M – Y - K	R – G - B	HEXIDECIMAL
PMS 202	34 – 98 – 96 - 53	102 – 0 - 0	# 660000
PMS 872	43 – 48 – 75 - 19	134 – 112 – 75	# 86704b
PMS 1225	31 – 46 – 100 - 9	170 – 128 – 14	# aa800e



ULM Warhawk Logos

Frequently Asked Questions

Last Revision: August 1, 2006

17. Who is ULM's contact at CLC?

Ryan Powell is ULM's contact at CLC. However, only the Director of Athletics and/or the designee should communicate with CLC. All CLC-related questions should be forwarded to Doug Mosley, Associate Athletic Director, at (318) 342-5442 or dmosley@ulm.edu.

18. What about the ULM "belltower" logo or the old NLU logo. Can I use those?

The "belltower" and other institutional logos of the university, while part of the ULM's group of logos, word marks and images controlled by CLC, do not require CLC approval. If you wish to use ULM's institutional logos, contact the Office of University Relations at (318) 342-5440.

The former Indian(s) logo is also owned, trademarked, and controlled by ULM Athletics and CLC. Reproduction in any format is restricted to historical references by the university. CLC will not allow the Indian(s) logo to be reproduced on any licensed merchandise, as the Indian(s) mascot no longer represents the university or athletics.

Any logos of the institution under former names cannot be used except in a historical context.

19. Does the restrictions on the use of the Warhawk logos pertain to web use?

Use of the Warhawk logo is restricted to ULM's athletics' web site (ulmathletics.cstv.com/) and within certain areas of ULM's web site, such as www.ulm.edu/gowarhawks.

Use of any other Warhawk logos or images for web use must be approved by Doug Mosley, Associate Athletic Director, at (318) 342-5442 or dmosley@ulm.edu.