



INDEPENDENT STUDENT ORGANIZATION NAMING GUIDELINES

In response to feedback from students and subsequent recommendations from the Student Government Board (SGB), the Office of the Vice Provost and Dean of students is providing these guidelines for naming independent student organizations at the University of Pittsburgh.

Independent student organizations are voluntary associations led by University of Pittsburgh students and are thus legally separate entities from the University. No independent student organization may adopt a name which may be construed as misleading as to the nature of affiliation of the organization.

Therefore, independent student organizations may not use "University of Pittsburgh," "Pitt," or any other trademarked phrase at the beginning of their name, but they are permitted to say "Blank Club" at the University of Pittsburgh or "Blank Club" at Pitt. This policy includes all online platforms (social media, email, websites, etc.) Other University trademarks—for example, "Panthers/Panther"—cannot be used.

Independent student organizations will be permitted to sell and use their existing merchandise and materials (e.g. jerseys, uniforms, equipment) until new materials are purchased or obtained, or April 30, 2021, whichever comes first. However, all new merchandise and materials must comply with University policy and guidelines.

Independent student organizations founded and registered by the Office of Student Life – Student Organization Resource Center (SORC) prior to August 2005 may request an exemption from the SORC naming guidelines by emailing sorc@pitt.edu. The deadline to apply for an exemption is September 30, 2020. Exempted student organizations will be required to either include "Club" or "Student Organization" in their name and on all marketing materials—web, print, t-shirts, mugs, etc. For example, if an independent student organization is currently name "PittStop" and was registered before 2005, one possible name change is "PittStop Club."