Licensed Vendors
It is required to select licensed vendors when ordering products that feature George Mason University trademarks (i.e. logos, artwork, graphic marks, verbiage, etc.). Doing so ensures that the product created will be of a quality that meets the University's brand standards and helps protect the use of the George Mason University name. A company may become licensed through the application process accessible through trademarks.gmu.edu. Please note that an eVA vendor may not be licensed to manufacture product bearing Mason trademarks. This is a separate licensing process. A list of Vendors Licensed to Produce Mason Product for Internal Use Only is available at trademarks.gmu.edu.

Trademarks/names
The trademarks for Student Orgs use are the (3) represented to the right (along with any elements of the marks once separated). Mason has over 52 versions of its marks derived from these primary marks. See a complete list at trademarks.gmu.edu. Below are tradenames that are generally used to identify Student Orgs with the University.

You Should...
- Use the tradenames more liberally
- Use the Institutional marks
- Use licensed vendors when using the marks
- Expect licensed vendors to have our marks
- Review University Policy 1130 if needed

You Shouldn’t...
- Alter any marks
- Use elements of any marks
- Order Mason branded merchandise for resale
- Use GMU on products; use Mason
- Use the Athletic marks w/o permission
  • These marks are typically used to identify Mason Athletics, Recreation, Club Sports and spirit promotions

Licensed Vendors (Sample)
4 Imprint Inc. *
Bright Ideas LLC * +
Brucelli Adversting Co. *
BSN Sports Inc. *
CCI Screen Printing. *
Club Colors Buyer LLC *
ID America * +
Pro-Line Embroidery * +
Real Access LLC * +
Reston Shirt & Graphic Co. * +
Sherwood Group * +
Spirit Products Ltd./MA *
Sport Fair * +
The Supply Room Company * +
University Tees *

* = eVA Vendor
+ = SWAM Vendor
Italic = Local Vendor

Trademark Licensing
Contact: David C. Atkins | Director | Contract Management and Licensing | datkins1@gmu.edu | 3200 University Hall