

Type: Educational Column

Title: NCAA Division I Proposal No. 2025-35 -- Name, Image and Likeness Activities -- Use of Commercial Trademarks or Logos on Equipment, Uniforms and Apparel -- Additional Trademarks or Logos -- Question and Answer Document

Division: I

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Text:

This document contains questions and answers to assist the NCAA membership in its understanding of NCAA Division I Proposal No. 2025-35.

Question No. 1: What is the effective date of Proposal No. 2025-35?

Answer: The effective date of Proposal No. 2025-35 is August 1, 2026.

Question No. 2: Does Proposal No. 2025-35 allow additional commercial or nonprofit trademarks or logos on student-athletes' uniforms and apparel used competition and pregame and postgame activities?

Answer: Yes. The entirety of a student-athlete's uniform and apparel may include up to two additional trademarks or logos during competition, up to two additional trademarks or logos during pregame activities for such competition and up to two additional trademarks or logos during postgame activities after such competition. Note that the use of apparel that includes additional trademarks or logos in NCAA championships competition, pregame activities and postgame activities is subject to NCAA championships policies.

Question No. 3: What are examples of uniforms and apparel?

Answer: Uniform and apparel includes, but is not limited to, the following items: jerseys, racing bibs, socks, warmups, headbands, t-shirts, singlets, swimsuits, shorts, pants, leotards, wristbands, visors, hats (see Question No. 10 below), caps, tri-suits, pinnies, swimming towels and towels worn by student-athletes while participating in competition.

Question No. 4: Does Proposal No. 2025-35 address manufacturer or distributor trademarks or logos on uniforms and apparel used in competition and pregame and postgame activities?

Answer: Yes, it increases the maximum size of the one permissible manufacturer or distributor trademark or logo to four square inches in area (rectangle, square, parallelogram), including any additional material (e.g., patch) surrounding the trademark or logo.

Question No. 5: May manufacturer or distributor trademarks and logos on equipment used by a student-athlete in competition and pregame and postgame activities be different than the normal label or trademark, as it appears on items sold to the general public?

Answer: No.

Question No. 6: Does Proposal No. 2025-35 address laundry labels that appear on the outside of uniforms and apparel used by student-athletes in competition and pregame and postgame activities?

Answer: Yes. Proposal No. 2025-35 increases the size of the manufacturer or distributor trademark or logo to four square inches in area (rectangle, square, parallelogram), including any additional material (e.g., patch) surrounding the trademark or logo.

Question No. 7: How does four square inches permitted by Proposal No. 2025-35 differ from the current size restrictions on logos?

Answer: Current legislation permits a single manufacturer or distributor's logo (the normal label or trademark), not to exceed 2-¼ square inches in area. The size restriction in Proposal No. 2025-35 for all logos on uniforms, apparel and equipment is four square inches, which is equivalent to a square with 2-inch sides, or a one-inch by four-inch rectangle.

Question No. 8: Must the commercial or nonprofit trademarks or logos that appear on uniforms and apparel be the same for pregame activities, competition and postgame activities?

Answer: No. For example, a student-athlete may wear apparel with two commercial logos during pregame warmups, two different logos during competition, and a third set of logos during a postgame press conference. (See NCAA Bylaw 22.4.3 and Question No. 24 regarding the additional commercial or nonprofit trademark or logo permitted on uniforms and apparel during conference championship competition.)

Question No. 9: Does Proposal No. 2025-35 allow additional commercial or nonprofit trademarks or logos on equipment used by student-athletes in competition and pregame and postgame activities?

Answer: Yes. One additional trademark or logo that appears on a single piece of equipment used by student-athletes in competition and pregame and postgame activities is permissible. A student-athlete may not use equipment that includes an additional trademark or logo on multiple pieces of equipment (e.g., shoe and helmet). Note that the use of equipment that includes additional trademarks or logos in NCAA championships competition, pregame activities and postgame activities is subject to NCAA championships policies.

Question No. 10: What are examples of equipment?

Answer: Proposal No. 2025-35 was intended to address equipment used by an individual student-athlete, not shared equipment. For example, a basketball used in a basketball game is shared equipment, while a golf ball used by a single student-athlete in a golf tournament may be considered individual equipment. Equipment includes, but is not limited to, shoes, skates, helmets, masks, gloves, bats, towels, goggles, skis, shoulder pads, back plates, mouthguards, sticks, poles, clubs, umbrellas, racquets, golf bags and golf balls. In track and field, a hat is considered equipment, and in football and wrestling, a headcover is considered equipment.

Question No. 11: If an equipment item includes multiple pieces (e.g., pair of shoes), how does the limitation on trademarks and logos apply?

Answer: The reference to one additional commercial or nonprofit trademark or logo refers to one singular logo on one singular piece of equipment used by the student-athlete in total. For example, an additional trademark or logo could appear on one shoe, and no additional logos may appear on any other piece of equipment (e.g., the other shoe, helmet) used by the student-athlete.

Question No. 12: May equipment, uniforms or apparel used by a student-athlete in competition and pregame and postgame activities bear a design element similar to the manufacturer's trademark or logo that is in addition to another trademark/logo that is contrary to the size restriction?

Answer: No.

Question No. 13: May additional commercial or nonprofit trademarks or logos vary from student-athlete to student-athlete on the same team?

Answer: No. Logos and trademarks shall be placed in a consistent manner on the equipment, uniform and apparel used by each student-athlete during competition and pregame and postgame activities.

Question No. 14: Must the commercial or nonprofit trademarks or logos that appear on different uniforms (e.g., home and away) be consistent?

Answer: No.

Question No. 15: Does Proposal No. 2025-35 apply to practice activities?

Answer: No. There are no legislated restrictions on trademarks or logos that appear on equipment, uniforms and apparel used by student-athletes during practice activities.

Question No. 16: Does Proposal No. 2025-35 apply to student-athletes who do not compete (e.g., in the bench area) during competition or pregame or postgame activities related to such competition?

Answer: Yes. Note that the use of equipment and apparel that includes additional trademarks or logos in NCAA championships competition, pregame activities and postgame activities is subject to NCAA championships policies.

Question No. 17: Does Proposal No. 2025-35 apply to bench personnel (e.g., coaches, trainers, managers) and nonstudent-athlete participants (e.g., cheer, mascot) during non-NCAA championship competition or pregame or postgame activities related to such competition?

Answer: No. The restrictions on trademarks and logos do not apply to bench personnel and nonstudent-athlete participants during non-NCAA championship competition or pregame and postgame activities related to such competition. During NCAA championships, the logo restrictions on student-athletes' apparel set forth in Bylaw 22.4 apply, subject to NCAA championships policies.

Question No. 18: Must commercial or nonprofit trademarks or logos be consistent across all sports sponsored by the institution?

Answer: No.

Question No. 19: Will playing rules address placement of commercial or nonprofit trademarks or logos on uniforms?

Answer: Yes. Institutions should consult the playing rules of particular sports when considering whether a logo's placement is permissible.

Question No. 20: How does the limitation on commercial or nonprofit trademarks and logos apply to playing surfaces and officials' uniforms?

Answer: The use of trademarks or logos on playing surfaces in competition will continue to be addressed by sport playing rules.

Question No. 21: Does Proposal No. 2025-35 change the application of legislation specific to title-sponsor recognition?

Answer: No. Consistent with Bylaw 22.4.6, competition identification materials (e.g., racing bibs, bowl-game patches) may include commercial or nonprofit trademarks and logos recognizing the sole title sponsor of a specific competition. Commercial or nonprofit trademarks and logos permitted by existing title-sponsor recognition legislation are not considered additional commercial or nonprofit trademarks or logos permitted by Proposal No. 2025-35.

Question No. 22: Does the legislation related to title-sponsor recognition apply consistently across sports?

Answer: Yes. A July 12, 2017 (Item No. 1), official interpretation previously restricted title sponsor recognition materials, in team sports, to postseason competition (e.g., bowl games). However, this official interpretation was reversed by the NCAA Division I Cabinet during its January 7, 2026, meeting to immediately permit competition identification materials to include the name of the corporate sponsor of the competition in all sports (individual sports and team sports) regardless of the timing (e.g., preseason, regular season, conference championships, non-NCAA championships postseason), provided the involved commercial company is the sole title sponsor of the competition.

Commercial or Nonprofit Trademarks or Logos -- NCAA Championships.

Question No. 23: Does Proposal No. 2025-35 impact NCAA championships?

Answer: Generally, no. A review of NCAA championships administration policies and sponsorship contracts for use of additional commercial and nonprofit logos on uniforms, apparel and equipment used by student-athletes, bench personnel (e.g., coaches) and nonstudent-athlete participants (e.g., cheer, mascot) in NCAA championships will be conducted separately. The logo restrictions on student-athletes' uniforms and apparel set forth in Bylaw 22.4 apply during NCAA championships, subject to NCAA championship policies. The logo restrictions set forth in Bylaw 22.4 also apply during NCAA championships, subject to NCAA championships policies, to all bench personnel (e.g., coaches, trainers, managers) and noncompeting participants (e.g., band, cheerleaders, dance team, mascot) (see Bylaws 31.1.7. and 31.1.8).

Additional Commercial or Nonprofit Trademark or Logo – Conference Championship Competition.

Question No. 24: Must the additional commercial or nonprofit trademark or logo permitted on uniforms and apparel during conference championship competition be consistent across all championships sponsored by the conference?

Answer: No.

Question No. 25: Must the additional commercial or nonprofit trademark or logo permitted on uniforms and apparel during conference championship competition be consistent across pregame activities, competition and postgame activities?

Answer: Yes. Unlike the two additional commercial or nonprofit trademarks or logos on student-athletes' uniforms and apparel used in competition and pregame and postgame activities (see Bylaw 22.4.2 and Question No. 8), the singular additional commercial or nonprofit trademark or logo permitted on uniforms and apparel during conference championship competition must be consistent across the conference championship pregame activities, competition and postgame activities.

Question No. 26: Does the singular additional commercial or nonprofit trademark or logo permitted on uniforms and apparel during conference championship competition count as one of the two additional commercial or nonprofit trademarks or logos on student-athletes' uniforms and apparel (see Bylaw 22.4.2 and Question No. 8)?

Answer: No. The Division I Cabinet amended Proposal No. 2025-35 to allow conferences to coordinate the use of one additional commercial or nonprofit trademark or logo to be worn on a student-athlete's uniform and apparel during conference championships, subject to placement and size restrictions in Bylaws 22.4.2-(c) and (d) and any additional placement restrictions determined by the conference.

Question No. 27: Does the legislation allowing one additional commercial or nonprofit trademark or logo on uniforms and apparel during conference championship competition extend to NCAA championships?

Answer: No.

Legislative References

Legislative Cite	Title
22.4	Use of Commercial Trademarks or Logos on Equipment, Uniforms and Apparel.
22.4.5	Outside Team Uniforms and Apparel.
31.1.7	Logo Restrictions -- Bench Personnel.
31.1.8	Logo Restrictions -- Noncompeting Participants.

Proposals

Proposal Number	Title
2025-35	NAME, IMAGE AND LIKENESS ACTIVITIES -- USE OF COMMERCIAL TRADEMARKS OR LOGOS ON EQUIPMENT, UNIFORMS AND APPAREL -- ADDITIONAL TRADEMARKS OR LOGOS
