

YALE TRADEMARK LICENSING PROGRAM

The Yale Brand



ABOVE Harkness Tower is Yale's most iconic building and was constructed between 1917 and 1921. It was built to a height in feet equivalent to Yale's age in years when construction began, 217.

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Welcome to Yale

We are delighted that you are interested in considering a license to manufacture and sell Yale insignia products.

The Yale University Marketing and Trademark Licensing Program takes great pride in working with its licensees to make available to the University's stakeholders and visitors a portfolio of merchandise that is both aesthetically appealing and of uniformly high quality.

Our staff is dedicated to working with licensees and with our key distribution channels to market and promote their products through a variety of mechanisms, including, but not limited to, social media, events, and traditional advertising.

We approach each new license purposefully and thoughtfully, with the philosophy that 'your success is our success.'

We seek licensees who are prepared to treat Yale in a manner commensurate with that of their most valuable properties, and we hold them to that expectation throughout the life of the license.

Yale boasts a long and cherished history of excellence and leadership that is complemented by a 21st century global vision of the University's role in shaping the future. We are proud to offer an Insignia Collection that reflects this dual celebration of the past as well as the promise of the future.

Stephanie Schwartz
*Director of Marketing and
Trademark Licensing,
Yale University*

Introduction



LEFT Completed in 1753, Connecticut Hall is the oldest building at Yale and one of four National Historic Landmarks on campus. Connecticut Hall formed part of the Old Brick Row, the original building complex that lined what is now the Old Campus. While the rest of the Brick Row was demolished at the turn of the twentieth century, Connecticut Hall remained intact. Connecticut Hall served as a dormitory in the 18th Century, and housed many famous residents, including James Hillhouse (1773), Noah Webster (1778), Eli Whitney (1792), and Nathan Hale (1773), whose statue stands just outside the building.

An Introduction to Yale

History

Yale was founded as the “Collegiate School” in 1701 to preserve the tradition of European liberal education in the New World. In 1718, the school was renamed “Yale College” in gratitude for the donations of Welsh merchant Elihu Yale. In the 19th Century, the Institution added several graduate and professional schools, becoming “Yale University” in 1887. In addition to the undergraduate College, Yale established schools of Medicine, Divinity, Graduate Arts and Sciences, Engineering, Fine Arts, Music, Forestry and Environmental Studies, Public Health, Nursing, Drama, Architecture, and Management.

Tradition

Yalies are immersed in a rich tradition that encompasses all aspects of student life. In athletics, Yale has the two oldest football rivalry games, most notably the Harvard-Yale game, known as “The Game.” Halloween has become an important tradition that culminates with the Halloween show, a silent film put on by the Yale Symphony Orchestra. All Yalies end their studies with Commencement, which at Yale is an affair packed with activities and ceremonies over the course of three days. On “Class Day,” one day before graduation, the Yale undergraduates wear silly hats instead of mortarboards, and enjoy a speech from an individual of their own choosing.

Excellence

Now in its fourth century, Yale boasts America’s third oldest college, thirteen renowned graduate and professional schools, and global recognition for excellence in teaching, research, and service. Yale is consistently ranked among the top three Universities in the world by *US News and World Report*. Yale College is also ranked among the top three undergraduate programs in the United States, and many of Yale’s other Schools hold similar distinctions. Consistent with Yale’s high quality of education, the University has the second-largest university library system in the world.

Leadership

For centuries, Yale graduates have been pioneers in their respective fields. Samuel Morse invented the telegraph, and Harvey Cushing is known as the “Father of Modern Neuroscience.” More recently, Donna Dubinsky invented the Palm pilot, and Maya Lin designed the Vietnam Memorial. Yale has also been a place of firsts, awarding the first MD and PhD degrees in the United States, and founding the first university art gallery and college newspaper. Presently, the Institution is committed to leadership in globalization, providing students with many study abroad opportunities. Yale University also leads the way in promoting environmentally friendly policies while setting an example by utilizing green buildings and biofuels on campus.



Yale University at a Glance

Undergraduate Students	5,322
Graduate and Professional Students	6,526
International Students	2,072
Faculty	3,953
Staff	9,183
International Scholars	2,239
Living Alumni	168,987
Yearly Tourist Visitors	550,000
Library Holdings	12.99 million volumes
Varsity Athletic Teams	35



The Undergraduate Experience

‘Yale is at once a tradition, a company of scholars, and a society of friends.’

GEORGE W. PIERSON

The students of Yale College are the heart of the University, and the group that identifies most with being a “Yalie.” Equally important is their pride in their respective residential colleges. Much more than dorms, the colleges are a microcosm of Yale, and serve as centers for student culture. Each of the twelve colleges has its own gym, dining hall, library, computer lab, kitchen, music practice rooms, laundry rooms, and other amenities specific to certain colleges, such as theaters, printing presses, dance and recording studios, and basketball courts. The colleges host numerous events including study breaks, where students can meet each other over snacks, and Master’s Teas, where prominent individuals in various fields come to discuss their careers with students. Though

students are assigned to a residential college randomly, they quickly identify with their college, and most claim theirs as “the best.” Outside of the colleges, students can take part in 108 varsity, club, and intramural sports teams, 20 dance troupes, 4 cultural houses, 7 comedy groups, a sustainable farm, 7 theater organizations, 26 musical ensembles, 23 political organizations, 24 student publications, and dozens of other organizations.

The Yale Brand



The Yale Mission

Yale has a tripartite mission: *to create, preserve, and disseminate knowledge*. Yale aims to carry out each part of its mission at the highest level of excellence, on par with the best institutions in the world. Yale seeks to attract a diverse group of exceptionally talented men and women from across the nation and around the world and to educate them for leadership in scholarship, the professions, and society.

Yale merchandise is an important part of this mission, serving as an extra face to promote the Yale Brand. What follows is a list of the marks used in Yale's trademark licensing enterprise.

Institutional Mark

Yale

Yale Logo

The Yale logo embodies Yale’s identity and conveys a strong connection to the University. The logo is set in a modified version of the Yale typeface. The logo also aims to reflect the University’s global reach in today’s digital world.

Athletic Marks



Bulldog with ‘Y’

Yale became the first university to adopt a live mascot in 1889 with the purchase of a bulldog by a student. The bulldog became known as “Handsome Dan” and inspired Cole Porter to create the Yale fight song “Bulldog, Bulldog.” Thus, the Bulldog became Yale’s mascot. Here, the Yale Bulldog is depicted in front of a “Y” in a bold collegiate font.

YALE BULLDOGS

Yale Bulldogs

The original Handsome Dan was the first in a line of twenty six mascots of that name, each chosen after the previous Handsome Dan retires. Yale’s athletic teams, called the “Yale Bulldogs,” are graced with Handsome Dan’s presence at many sporting events. The logo for the Yale Bulldogs consists of the name written in all capital letters in the collegiate font.

Additional Marks

Yale University Wordmark

Yale University

Block 'Yale'

YALE

Yale Shield



Yale Shield with no fill



Block 'Y'

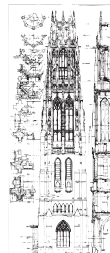


Additional Graphics for Apparel

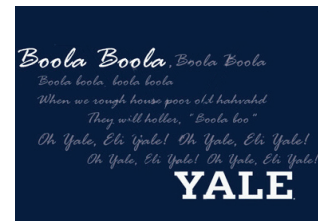
Shields



Harkness Tower



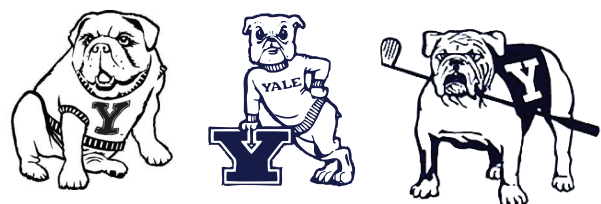
Boola Boola



The Commencement Mark

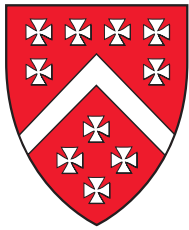


Bulldogs

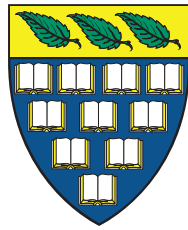


Residential College Marks

Each residential college is distinguished by its motto, cheer, and mascot, as well as by its architecture and landscape. Furthermore, each has its own visual identity, represented by the shields shown below.



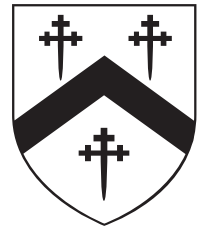
Berkeley College
EST. 1934



Branford College
EST. 1933



Calhoun College
EST. 1933



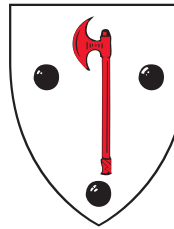
Davenport College
EST. 1933



Ezra Stiles College
EST. 1961



Jonathan Edwards
College, EST. 1932



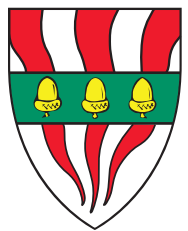
Morse College
EST. 1961



Pierson College
EST. 1933



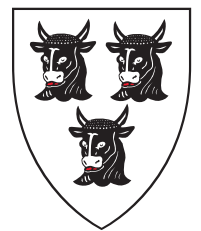
Saybrook College
EST. 1933



Silliman College
EST. 1940



Timothy Dwight
College, EST. 1935



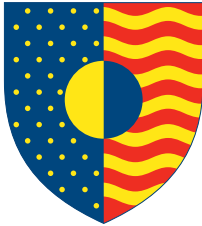
Trumbull College
EST. 1933

Graduate and Professional School Marks

Yale's graduate and professional schools are represented visually by shields and wordmarks, enabling students, alumni, and faculty to self-identify based on their academic affiliation.



Yale SCHOOL OF ARCHITECTURE



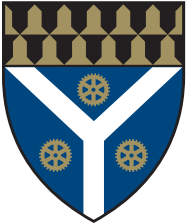
Yale SCHOOL OF ART



Yale DIVINITY SCHOOL



Yale SCHOOL OF DRAMA



Yale SCHOOL OF ENGINEERING & APPLIED SCIENCE



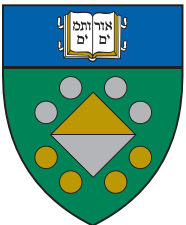
Yale SCHOOL OF FORESTRY & ENVIRONMENTAL STUDIES



Yale GRADUATE SCHOOL OF ARTS AND SCIENCES



Yale LAW SCHOOL



Yale SCHOOL OF MANAGEMENT



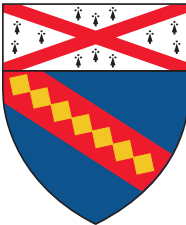
Yale SCHOOL OF MEDICINE



Yale SCHOOL OF MUSIC



Yale SCHOOL OF NURSING



Yale SCHOOL OF PUBLIC HEALTH

Slogans and Wordmarks

Slogans

‘Lux Et Veritas’

Yale’s motto was conceived to represent its early days as a college of both secular and religious education. By the 1730’s, Yale had come to see secular study as indispensable to the production of America’s future leaders. To embody Yale’s progressive ideals, the Institution chose its Latin motto, which translates to “Light and Truth.” The Institution felt that a proper education consisted of both the “Light” of a liberal education and the “Truth” of religious tradition. In 1736, “Lux Et Veritas” first appeared on Yale diplomas.

‘Boola Boola!’

“Boola Boola,” a phrase of no particular meaning, was written in a Yale fight song of the same name in 1901. In the song, Yale defeats Harvard so handily in football that the men of “poor ole Harvard” cry “Boola Boo.” The phrase is now more resonant than the song, and is an important embodiment of Yale school spirit.

‘For God, for Country, and for Yale’

This phrase is sung at the end of Yale’s unofficial Alma Mater, “Bright College Years.” The song in turn is sung at the end of Yale Commencement, making this phrase particularly nostalgic for alumni of the University. Outside of Commencement, the Yale Precision Marching Band performs “Bright College Years” at the end of sports events, and The Yale Glee Club sings it to conclude their concerts.

‘Yale is at once a tradition, a company of scholars, and a society of friends’

Yale’s first historian, George W. Pierson (B.A 1926, Ph.D 1933), wrote the above quotation as a pithy description of the University in “Yale: A Short History,” published in 1976. His words have gained popularity in subsequent years, and is now found in a myriad of University publications, both online and in print.

Wordmarks

‘Yale’

‘Yale University’

‘Yale Bulldogs’

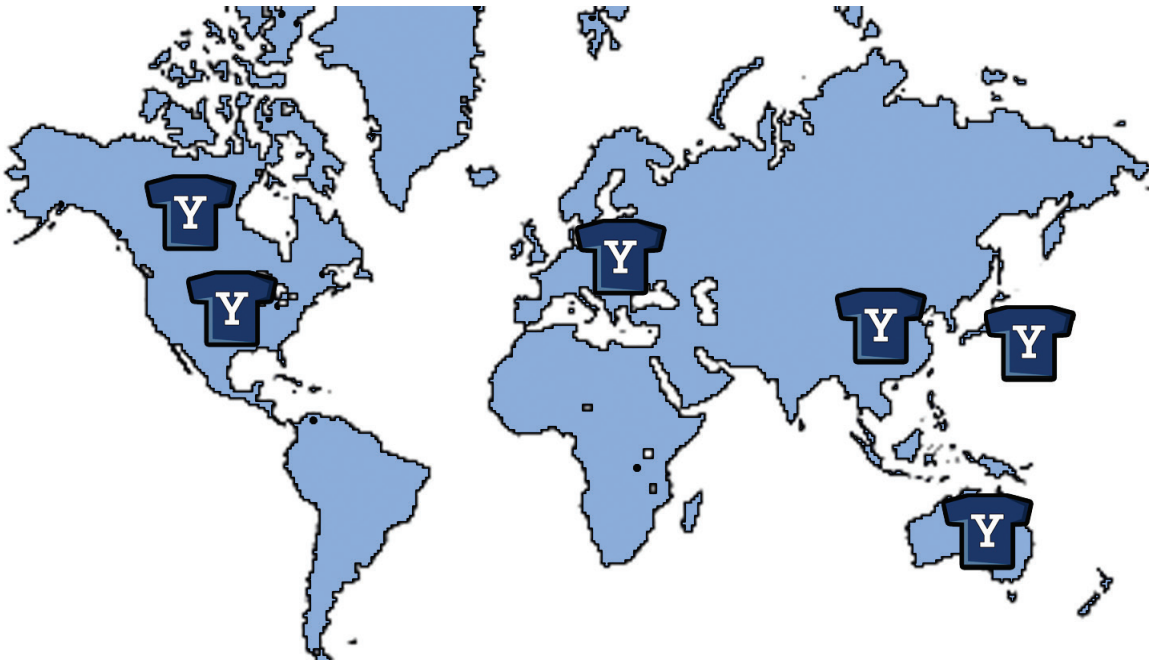
‘1701’

‘Established 1701’

Trademark Licensing Business Profile

Customer and Brand Segmentation





Distribution of Yale Merchandise

Total Number of licensees: 146

Current Distribution

Local Retailers

Yale Campus: The Yale Bookstore (Barnes and Noble College Bookstore), Yale Campus Dining Retail Stores (Durfee's, Yale Health Cafe, Marigold's), The Museum Shop at Yale Center of British Art, Peabody Museum of Natural History

New Haven: Campus Customs, Enson's Inc, J Press, The Study at Yale, DelMonico Hatter, New Haven Train Station

National Retailers

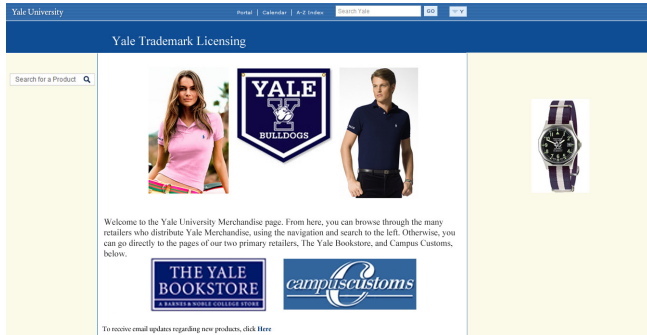
Neiman Marcus, TJ Maxx/Marshall's, Target, Old Navy, Wal-mart, Meijer, Sears, Forever 21, Urban Outfitters, Pacific Sunwear, Lids, Finish Line, K-Mart

International Retailers

Western Europe: Foot Locker Europe, High End Boutiques
Japan: J Press, Forever 21, High End Boutiques
Korea: E-land Retail

Marketing and Promotion

Website



Email Marketing



Facebook



Fabulous Holiday Gifts – Brought to You by Yale Licensing

This Friday only from 7:00 - 9:00 am, students can receive 40% off all regularly-priced merchandise at Campus Customs on Broadway!

Replay Photos makes some of the best photographs from the university archives available to you as photographic prints, custom framed prints, or as gallery wrapped canvas. Enter the discount code **YALE** upon checkout **anytime before December 24th** and receive 15% off your entire order!

Winter's here! Stay warm with Yale winter hats, scarves, gloves, cashmere sweaters, and more! Visit the [merchandising website](#) or stop in at the Yale Bookstore or Campus Customs on Broadway. And just in time for your holiday shopping, all hoodies are 25% off **at the Yale Bookstore from now until December 19th**.

Paid Media

ONE-STOP SHOPPING FOR YALE INSIGNIA MERCHANDISE:

Cufflinks • Victorinox/Swiss Army Luggage
 Cashmere Apparel • Vineyard Vines Ties
 Oxfords & Polo Shirts • Infant & Youth Apparel
 Wooden Bowls handmade from Yale Trees
 Residential College Gear • Party Supplies
 Leather Chairs • Winter Wear • Watches • Jewelry
 Framed Photography • Mobile Device & Laptop Covers

WWW.INSIGNIAGOODS.YALE.EDU

Events



Current Licensees

(As of October 2016)

1883 Clothing Company
4imprint, Inc.
ACCO Brands USA
Accolade Group
Adidas
Adrenaline Promotions
Ahead
Alan Freedman Enterprises
Alex and Ani
Alex Woo, Inc.
Alta Gracia Holdco
American Stitch and Print
Asgard Press
Baden Sports, Inc.
Balfour / Commemorative Brands
Barbarian Sportswear
Ben Silver Blazer Buttons
Blaze-In Sportswear
Blue 84 / Lakeshirts
Boathouse Sports
Box Seat Clothing Co.
Boxercraft, Inc.
Branded Custom Sportswear
Bruzer Sportsgear
Camp Connection
Camp David
Campus Clothing Co.
Catstudio
Centon Electronics
CDI Corp.
Champion Custom Products
Chandler 4 Corners
Charles River Apparel
Church Hill Classics
Club Colors Buyer
College Kids
Collegiate Bead Company
Colosseum Athletics
Comet School Supplies, Inc.
Creative Apparel Concepts
Creative Knitwear, Inc.
CSI International
CustomInk
Cutter & Buck
Eglomise Designs
Fanatics Apparel
FanPrint, Inc.
Fathead LLC
Field Grade Supply Company
Four Point Products
Gallo Enterprises, Inc.
Garb Inc.
Genuine Stuff
GFSI / Gear for Sports
Glass-U
Global Neckwear Marketing
Haylo
Herff Jones, Inc.
Hillflint
Howard Roe Gift Solutions
Hybrid Promotions
Ivysport Inc.
J Press
J.P. Crickets
Jansport Inc.
Jardine Associates
Jostens Inc.
K1 Sportswear
Keyscaper
Knights Apparel
Kyle Cavan Inc.
League Collegiate Wear
Legacy Athletic Apparel
Legacy Scarves
LogoFit
M. LaHart and Company
Mascot Factory
Michael C. Fina
Michaelson Entertainment
Midwest College Marketing
MV Sport
My Custom Sports Chair
New Agenda
New England Photo
New Era Cap Company, Inc.
Nick's Enterprises, Inc.
Nordic Company
NUYU
OGIO International
Ouray Sportswear
Outdoor Custom Sportswear
Paramount Apparel International
Pennington & Bailes
Peter Millar LLC
PhD Design and Photography
Picnic Time
Prints Charming
Promoversity
Renaissance Imports
RFSJ, Inc.
Rhino Sports and Leisure
Riddell Sports
Ringware
Roaring Spring Blank Book
Rocket Sportswear
Russell Brands
Scarborough and Tweed Inc.
Screencraft Tileworks Shenandoah
Framing
Sideline Sneakers
SkinIt
Smart Turnout
Smathers and Branson
Spirit Jersey
Spirit Products, Ltd.
Sportswear Inc.
Standard Chair of Gardner Storm
Duds
Stockdale Technologies
Stubbs and Wootton
Sutter's Mill Specialties
Tailgate Clothing Co.
Tailgate Sports Games
Team Golf
Tervis Tumbler
The Antigua Group
The Mackenzie Golf Bag Company
The Fanatic Group
Tin Cup Products

Current Licensees Cont'd.

(As of October 2016)

To the Game LLC
Top of the World
TopSox
Trau and Loevner Operating Co.
T-Shirt International
Turtle Fur Company
Twins Enterprise, Inc.
Tyco Copy Service
Under Armour
University Blanket and Flag
US Digital Media
Uescape Apparel
U-Trau
Vineyard Vines
Wes & Willy
Wild Sales
Wildcat Retro Brands
Wincraft
Wool Felt Products
Woolly Threads
Yale Bowls
Zephyr Graf-X

Merchandising

Yale



Staying True to the Yale Brand

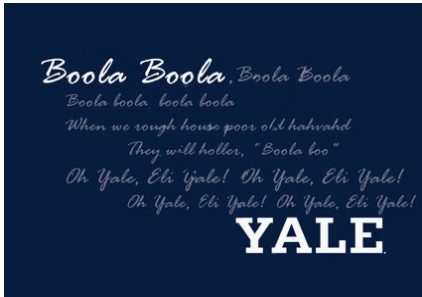
The Yale brand comprises an array of images, identities, histories, communities, traditions, and ideals, all united by a promise of excellence. The most effective way to communicate the Yale brand through merchandise requires acknowledgment of what the brand embodies, but in addition requires an understanding of how best to reach the appropriate audience. Consumers of Yale merchandise are global and diverse. Thus, an awareness of what ideas and messages most appropriately convey the brand to these audiences is essential. The next few pages are intended to help guide the creative process for designing effective Yale merchandise. You will find images of our most popular products, examples of new product categories, and examples of unapproved designs.



Classic Yale Products



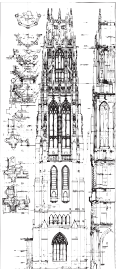
New Graphics and Products



Boola Boola (phrase, lyrics)



Yale Commencement Event Logo



Harkness Tower



Luggage

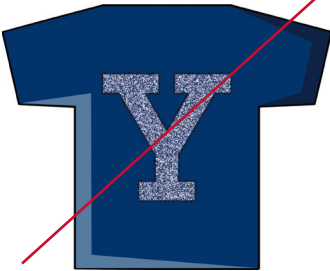


Home Decor

Usage Guidelines



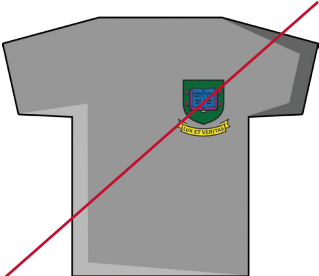
Marks should be clear and recognizable



Marks should not be distressed excessively



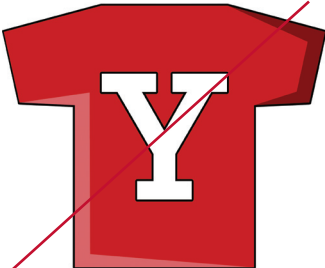
The Yale shield should be filled with its colors, or have no fill



If filled, the Yale shield should not be filled with a different color from the background



Garment background colors not identified closely with other Ivy League schools should be used



Yale marks should not be paired with crimson, orange, green, brown, or light blue garments

Usage Guidelines

(Continued)



The complete mark should always be used



Merchandise should not include partial marks



When using multiple marks, sufficient space should be allowed between marks



Marks should not overlap



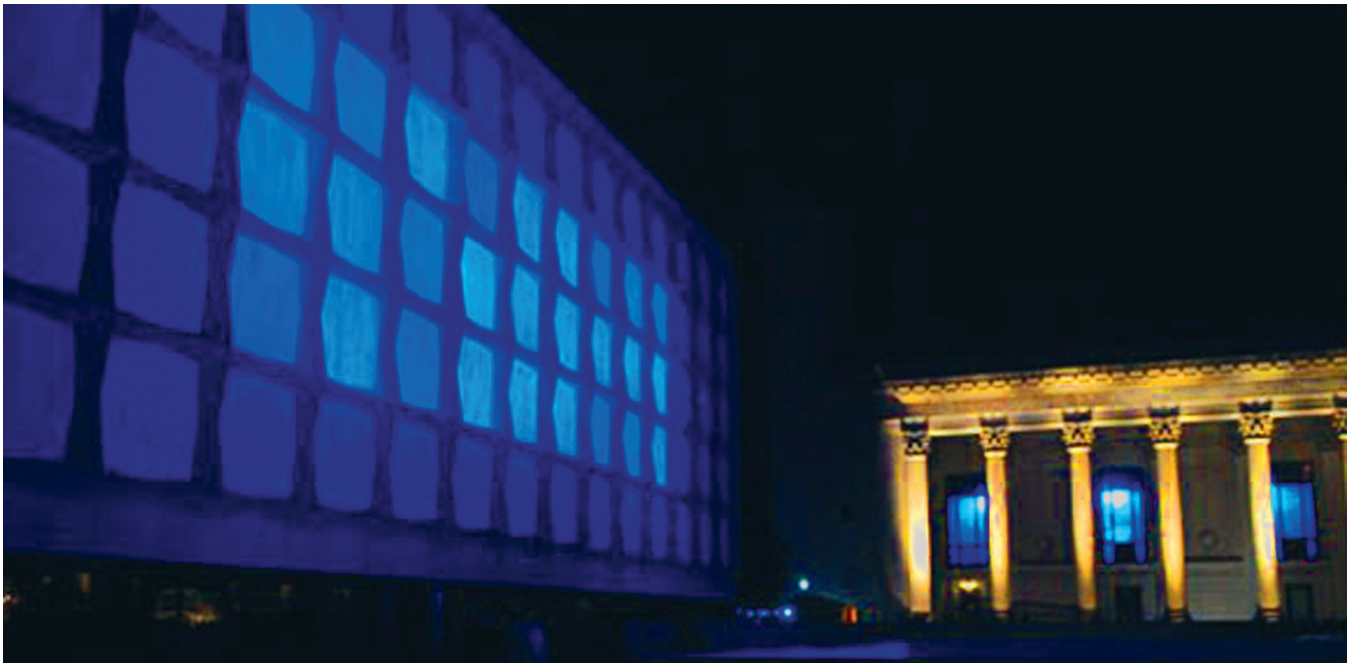
Creativity is encouraged

EXCLUDED PRODUCT CATEGORIES

Yale does not license marks on products in the following categories:

- | | |
|--|---|
| Alcohol products | Undergarments or other sexually suggestive items |
| Tobacco, lighters and other smoking related products | Weapons |
| Drug paraphernalia | Skateboards, scooters and other high-risk leisure items |
| Products related to gambling or lotteries | |
| Infant amenities such as feeding bottles, teething rings, pacifiers, and rattles | |

Yale's Trademark Licensing Process



How to get started

Interested licensees are invited to visit licensing.yale.edu to download an application.

A completed application should be submitted with non Yale-marked or embossed samples of the merchandise intended for production.

A member of the Trademark Licensing staff will contact interested licensees within 4 days following our receipt of your application.

Contact Information

Denise Castellano
Manager of Trademark Licensing
(203) 432 2313
(203) 432 4645 Fax
denise.castellano@yale.edu

MAILING ADDRESS

Office of Marketing and Trademark Licensing
PO Box 208375
Yale University
New Haven, Connecticut 06520-8375

STREET ADDRESS

2 Whitney Avenue, 6th floor
New Haven, Connecticut 06520

YALE TRADEMARK LICENSING PROGRAM

licensing.yale.edu