

Yale[®]

*Licensing &
Brand Guidelines
2022*



Dear Licensee:

Thank you for joining our Yale Licensing Program. At Yale we are committed to working with licensees that share our vision of product excellence, which speaks to the rich traditions of this university.

Our global approach to licensing includes working closely with each partner, to help ensure their Yale experience is mutually successful for the university and licensee.

As a Yale licensing partner, you now have access to one of the most prestigious universities in the world, including a vast array of materials that are sure to inspire.

We welcome your questions and comments and look forward to working with you.

A handwritten signature in black ink, appearing to read "Paul J. Murawski". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Paul J. Murawski
Director, Marketing & Trademark Licensing
Yale University

Yale has grown and evolved for 300-plus years, passing many milestones and forging traditions along the way.

Yale was founded as a “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.

Today, Yale University, which is comprised of Yale College (providing undergraduate programs), along with 13 graduate & professional schools, boasts over 12,000 students and 4,900 faculty from all 50 states, as well as 120 foreign countries. Additionally, what started as a small collegiate school in a residential area of New Haven now comprises 450 acres and over 260 buildings, as well as other landholdings not attached with the central New Haven campus.





Yale Mission Statement

Yale is committed to improving the world today and for future generations through outstanding research, scholarship, education, preservation, and practice.

Yale educates aspiring leaders worldwide who serve all sectors of society. We carry out this mission through the free exchange of ideas in an ethical, interdependent, and diverse community of faculty, staff, students, and alumni.

Yale Licensing Statement

Yale licensed merchandise is an important part of this mission, serving to help promote the Yale brand throughout the world.

Brand Elements

UNIVERSITY LOGOS

Yale®

Yale University™

YALE®

YALE UNIVERSITY™

Brand Elements

ADDITIONAL LOGOS

YALE BULLDOGS™

Yale University™

YALE™ **YALE™** **YALE™**

YALE UNIVERSITY™

EST. 1701.

Brand Elements

ATHLETICS

Varsity Athletics that may be combined with Yale Logos

These Logos cannot be used in combination with the EST. 1701 Logo

Replica jerseys may not be produced.

YALE BULLDOGS™

BASEBALL

BASKETBALL

CREW

CROSS COUNTRY

FENCING

FIELD HOCKEY

FOOTBALL

GOLF

GYMNASTICS

ICE HOCKEY

LACROSSE

ROWING

SAILING

SOCCER

SOFTBALL

SQUASH

SWIMMING & DIVING

TENNIS

TRACK & FIELD

VOLLEYBALL

Brand Elements

VINTAGE ICONS

YALE



YALE



Boola Boola. Boola Boola.

Boola boola boola boola

When we rough house poor old hahwahd

They will holler. "Boola boo"

Oh Yale. Eli Yale! Oh Yale. Eli Yale!

Oh Yale. Eli Yale! Oh Yale. Eli Yale!

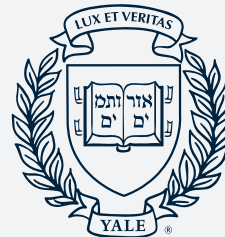
YALE

Brand Elements

SHIELD & SEAL

Please use provided files.

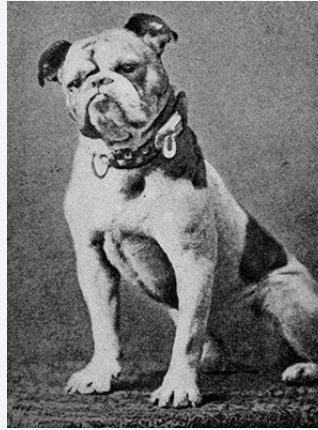
Do not redraw the shield or seal, alter colors or disassemble



Brand Elements

ATHLETIC ICONS

These Logos cannot be used in combination with the EST. 1701 Mark



Yale Bulldogs

The original Handsome Dan was the first in a line of eighteen 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 original Handsome Dan in 1889.
Courtesy Yale Manuscripts and Archives.*



Brand Elements

COLOR

There are four core colors in the Yale visual identity: Yale Blue, Yale Gray, black, and white.

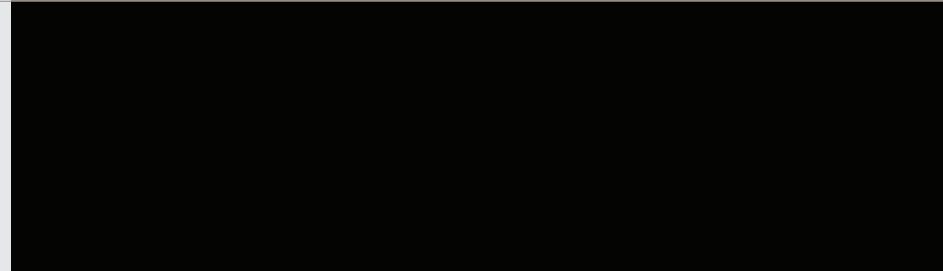
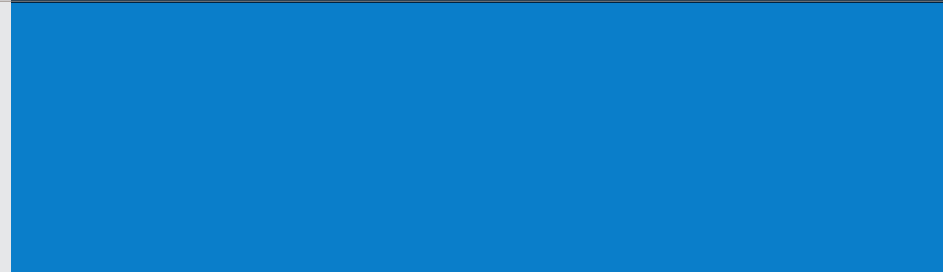
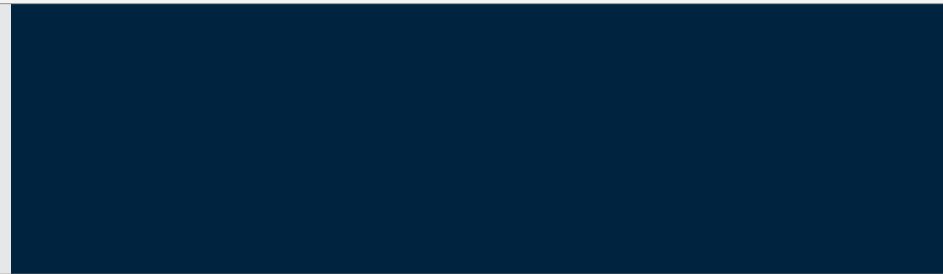
Yale Blue:
PMS 289
CMYK 100.75.8.40
HEX #00356b
RGB 0.53.107

High Intensity Blue:
PMS 660
CMYK 90.57.0.0
HEX #286dco
RGB 61.124.201

Yale Gray:
PMS Warm Gray 7
CMYK 42.40.44.4
HEX #978d85
RGB 151.141.53

Black:
CMYK 0.0.0.100
CMYK 75.68.67.90 (*true black*)
HEX #000000

White:
CMYK 0.0.0.0
HEX #ffffff
RGB 255.255.255



Brand Elements

COLOR

Please use provided files.

Do not redraw the logo or alter colors.

FILE NAME:
Yale Serif

PMS 289
White on PMS 289

Yale®

Yale®

FILE NAME:
Yale Serif

PMS 660
White on PMS 660

Yale®

Yale®

FILE NAME:
Yale Serif

PMS Warm Gray 7
White on PMS Warm Gray 7

Yale®

Yale®

FILE NAME:
Yale Serif

Black
White on black

Yale®

Yale®

Brand Elements

COLOR

Please use provided files.

Do not redraw the logo or alter colors.

FILE NAME:
Yale University Serif
PMS 289
White on PMS 289

Yale University™

Yale University™

FILE NAME:
Yale University Serif
PMS 660
White on PMS 660

Yale University™

Yale University™

FILE NAME:
Yale University Serif
PMS Warm Gray 7
White on PMS Warm Gray 7

Yale University™

Yale University™

FILE NAME:
Yale University Serif
Black
White on black

Yale University™

Yale University™

Brand Elements

COLOR

Please use provided files.

Do not redraw the logo or alter colors.

FILE NAME:
Yale Slab

PMS 289
White on PMS 289



FILE NAME:
Yale Slab

PMS 660
White on PMS 660



FILE NAME:
Yale Slab

PMS Warm Gray 7
White on PMS Warm Gray 7



FILE NAME:
Yale Slab

Black
White on black



Brand Elements

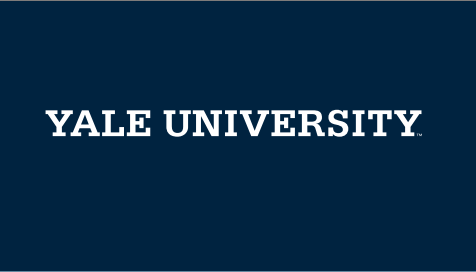
COLOR

Please use provided files.

Do not redraw the logo or alter colors.

FILE NAME:
Yale University Slab

PMS 289
White on PMS 289



FILE NAME:
Yale University Slab

PMS 660
White on PMS 660



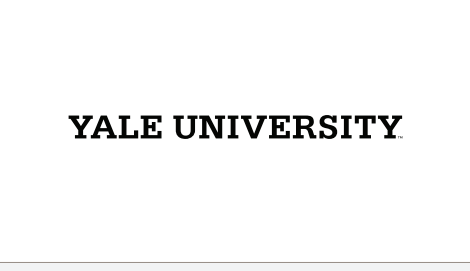
FILE NAME:
Yale University Slab

PMS Warm Gray 7
White on PMS Warm Gray 7



FILE NAME:
Yale University Slab

Black
White on black



Brand Elements

COLOR

Please use provided files.

Do not redraw the logo or alter colors.

FILE NAME:
Yale Slab Y & Yale Athletic Y

PMS 289
White on PMS 289



FILE NAME:
Yale Slab Y & Yale Athletic Y

PMS 660
White on PMS 660



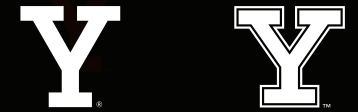
FILE NAME:
Yale Slab Y & Yale Athletic Y

PMS Warm Gray 7
White on PMS Warm Gray 7



FILE NAME:
Yale Slab Y & Yale Athletic Y

Black
White on black



Brand Elements

COLOR

Please use provided files.

Do not redraw the logo or alter colors.

FILE NAME:
Yale Bulldogs Slab

PMS 289
White on PMS 289



FILE NAME:
Yale Bulldogs Slab

PMS 660
White on PMS 660



FILE NAME:
Yale Bulldogs Slab

PMS Warm Gray 7
White on PMS Warm Gray 7



FILE NAME:
Yale Bulldogs Slab

Black
White on black



Brand Elements

COLOR

Please use provided files.

Do not redraw the logo or alter colors.

FILE NAME:
Yale Arc
PMS 289
White on PMS 289

YALE YALE YALE

YALE YALE YALE

FILE NAME:
Yale Arc
PMS 660
White on PMS 660

YALE YALE YALE

YALE YALE YALE

FILE NAME:
Yale Arc
PMS Warm Gray 7
White on PMS Warm Gray 7

YALE YALE YALE

YALE YALE YALE

FILE NAME:
Yale Arc
Black
White on black

YALE YALE YALE

YALE YALE YALE

Brand Elements

COLOR

Please use provided files.

Do not redraw the logo or alter colors.

FILE NAME:
Yale University Arc

PMS 289
White on PMS 289

YALE UNIVERSITY

YALE UNIVERSITY

FILE NAME:
Yale University Arc

PMS 660
White on PMS 660

YALE UNIVERSITY

YALE UNIVERSITY

FILE NAME:
Yale University Arc

PMS Warm Gray 7
White on PMS Warm Gray 7

YALE UNIVERSITY

YALE UNIVERSITY

FILE NAME:
Yale University Arc

Black
White on black

YALE UNIVERSITY

YALE UNIVERSITY

Brand Elements

COLOR

Please use provided files.

Do not redraw the logo or alter colors.

FILE NAME:
Yale University Script
PMS 289
White on PMS 289

Yale University[™]

Yale University[™]

FILE NAME:
Yale University Script
PMS 660
White on PMS 660

Yale University[™]

Yale University[™]

FILE NAME:
Yale University Script
PMS Warm Gray 7
White on PMS Warm Gray 7

Yale University[™]

Yale University[™]

FILE NAME:
Yale University Script
Black
White on black

Yale University[™]

Yale University[™]

Brand Elements

COLOR

Please use provided files.

Do not redraw the logo or alter colors.

<p>FILE NAME: Yale Est. 1701</p> <p>PMS 289 White on PMS 289</p>	<p>EST. 1701™</p>	<p>EST. 1701™</p>
<p>FILE NAME: Yale University Script</p> <p>PMS 660 White on PMS 660</p>	<p>EST. 1701™</p>	<p>EST. 1701™</p>
<p>FILE NAME: Yale University Script</p> <p>PMS Warm Gray 7 White on PMS Warm Gray 7</p>	<p>EST. 1701™</p>	<p>EST. 1701™</p>
<p>FILE NAME: Yale University Script</p> <p>Black White on black</p>	<p>EST. 1701™</p>	<p>EST. 1701™</p>

Brand Elements

COLOR

Please use provided files.

Do not redraw the logo or alter colors.

IMPORTANT
Seals cannot be used on any products sold in Grocery, Mass-Market or Off-Price retailers.

FILE NAME:
Yale Seal

PMS 289
White on PMS 289



FILE NAME:
Yale Seal

PMS 660
White on PMS 660



FILE NAME:
Yale Seal

PMS Warm Gray 7
White on PMS Warm Gray 7



FILE NAME:
Yale Seal

Black
White on black



FILE NAME:
Yale Seal

Full color
Full color on PMS 289



Brand Elements

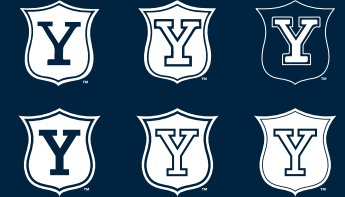
COLOR

Please use provided files.

Do not redraw the logo or alter colors.

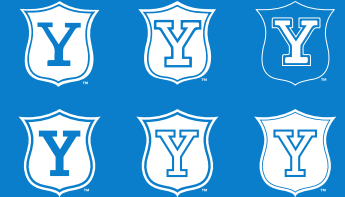
FILE NAME:
Yale Vintage Shield

PMS 289
White on PMS 289



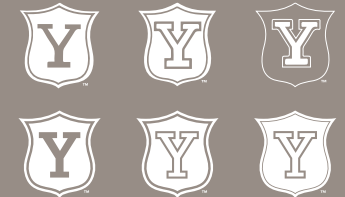
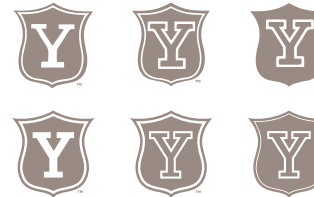
FILE NAME:
Yale Vintage Shield

PMS 660
White on PMS 660



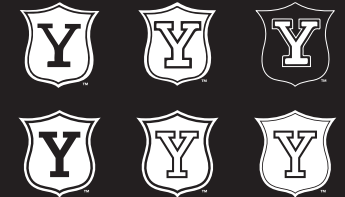
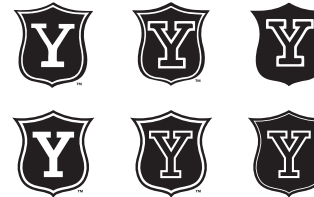
FILE NAME:
Yale Vintage Shield

PMS Warm Gray 7
White on PMS Warm Gray 7



FILE NAME:
Yale Vintage Shield

Black
White on black



Brand Elements

COLOR

Please use provided files.

Do not redraw the logo or alter colors.

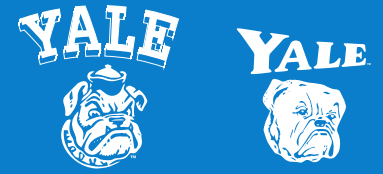
FILE NAME:
Yale Vintage Sailor & Bulldog

PMS 289
White on PMS 289



FILE NAME:
Yale Vintage Sailor & Bulldog

PMS 660
White on PMS 660



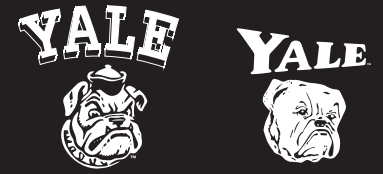
FILE NAME:
Yale Vintage Sailor & Bulldog

PMS Warm Gray 7
White on PMS Warm Gray 7



FILE NAME:
Yale Vintage Sailor & Bulldog

Black
White on black



Brand Elements

COLOR

Please use provided files.

Do not redraw the logo or alter colors.

FILE NAME:
Yale Vintage Sailor & Bulldog
PMS 289
White on PMS 289



FILE NAME:
Yale Vintage Sailor & Bulldog
PMS 660
White on PMS 660



FILE NAME:
Yale Vintage Sailor & Bulldog
PMS Warm Gray 7
White on PMS Warm Gray 7



FILE NAME:
Yale Vintage Sailor & Bulldog
Black
White on black



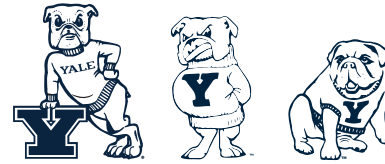
Brand Elements

COLOR

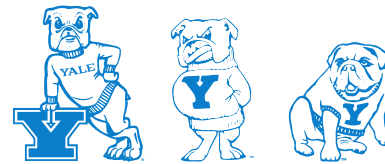
Please use provided files.

Do not redraw the logo or alter colors.

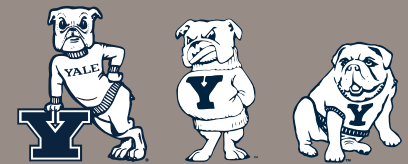
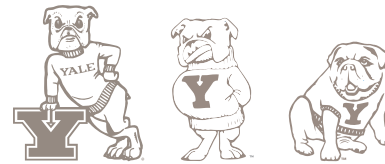
FILE NAME:
Yale Bulldogs Lean, Stand, Sit
PMS 289
White on PMS 289



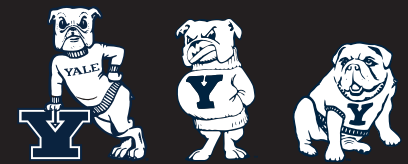
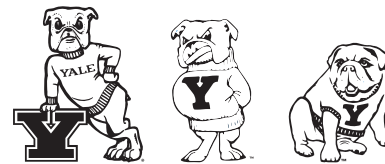
FILE NAME:
Yale Bulldogs Lean, Stand, Sit
PMS 660
White on PMS 660



FILE NAME:
Yale Bulldogs Lean, Stand, Sit
PMS Warm Gray 7
White on PMS Warm Gray 7



FILE NAME:
Yale Bulldogs Lean, Stand, Sit
Black
White on black



Brand Elements

COLOR

Please use provided files.

Do not redraw the logo or alter colors.

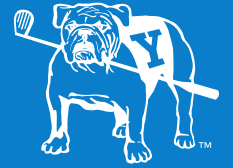
FILE NAME:
Yale Golf Bulldog

PMS 289
White on PMS 289



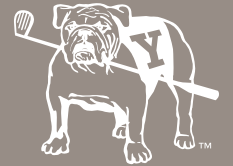
FILE NAME:
Yale Golf Bulldog

PMS 660
White on PMS 660



FILE NAME:
Yale Golf Bulldog

PMS Warm Gray 7
White on PMS Warm Gray 7



FILE NAME:
Yale Golf Bulldog

Black
White on black



Brand Elements

COLOR

Please use provided files.

Do not redraw the logo or alter colors.

FILE NAME:
Yale Boola Boola Motto

PMS 289
White on PMS 289

Boola Boola, Boola Boola.
Boola boola boola boola
When we rough house poor old hahwahd
They will holler. "Boola boo"
Oh Yale, Eli Yale! Oh Yale, Eli Yale!
Oh Yale, Eli Yale! Oh Yale, Eli Yale!
YALE

Boola Boola, Boola Boola.
Boola boola boola boola
When we rough house poor old hahwahd
They will holler. "Boola boo"
Oh Yale, Eli Yale! Oh Yale, Eli Yale!
Oh Yale, Eli Yale! Oh Yale, Eli Yale!
YALE

FILE NAME:
Yale Boola Boola Motto

PMS 660
White on PMS 660

Boola Boola, Boola Boola.
Boola boola boola boola
When we rough house poor old hahwahd
They will holler. "Boola boo"
Oh Yale, Eli Yale! Oh Yale, Eli Yale!
Oh Yale, Eli Yale! Oh Yale, Eli Yale!
YALE

Boola Boola, Boola Boola.
Boola boola boola boola
When we rough house poor old hahwahd
They will holler. "Boola boo"
Oh Yale, Eli Yale! Oh Yale, Eli Yale!
Oh Yale, Eli Yale! Oh Yale, Eli Yale!
YALE

FILE NAME:
Yale Boola Boola Motto

PMS Warm Gray 7
White on PMS Warm Gray 7

Boola Boola, Boola Boola.
Boola boola boola boola
When we rough house poor old hahwahd
They will holler. "Boola boo"
Oh Yale, Eli Yale! Oh Yale, Eli Yale!
Oh Yale, Eli Yale! Oh Yale, Eli Yale!
YALE

Boola Boola, Boola Boola.
Boola boola boola boola
When we rough house poor old hahwahd
They will holler. "Boola boo"
Oh Yale, Eli Yale! Oh Yale, Eli Yale!
Oh Yale, Eli Yale! Oh Yale, Eli Yale!
YALE

FILE NAME:
Yale Boola Boola Motto

Black
White on black

Boola Boola, Boola Boola.
Boola boola boola boola
When we rough house poor old hahwahd
They will holler. "Boola boo"
Oh Yale, Eli Yale! Oh Yale, Eli Yale!
Oh Yale, Eli Yale! Oh Yale, Eli Yale!
YALE

Boola Boola, Boola Boola.
Boola boola boola boola
When we rough house poor old hahwahd
They will holler. "Boola boo"
Oh Yale, Eli Yale! Oh Yale, Eli Yale!
Oh Yale, Eli Yale! Oh Yale, Eli Yale!
YALE

Brand Elements

COLOR

There are 13 approved
Yale TPX colors

19-4111 TCX Pageant Blue	Yale	YALE	Y	Y
19-3943 TCX Bellwether Blue	Yale	YALE	Y	Y
19-3940 TCX Blue Depths	Yale	YALE	Y	Y
19-4027 TCX Estate Blue	Yale	YALE	Y	Y
19-3942 TCX Beacon Blue	Yale	YALE	Y	Y
9-3923 TCX Navy Blazer	Yale	YALE	Y	Y
19-3928 TCX Blue Indigo	Yale	YALE	Y	Y
18-4140 TCX French Blue	Yale	YALE	Y	Y
12-5504 TCX Light Green	Yale	YALE	Y	Y
12-0643 TCX Blazing Yellow	Yale	YALE	Y	Y
14-3812 TCX Pastel Lilac	Yale	YALE	Y	Y
13-2806 TCX Pink Lady	Yale	YALE	Y	Y
16-1210 TCX Light Taupe	Yale	YALE	Y	Y

Brand Elements

VIOLATIONS

Do not alter licensing lockup files in any way.

Please review these samples of incorrect usage that constitute violations of the Yale brand guidelines.



Rival Schools

COLORS

Yale brand assets may not employ or appear on colors representing other Ivy League schools.

BROWN *Brown*
PMS 476
CMYK 60.80.100.45
HEX #4e3629
RGB 78.54.41

HARVARD *Crimson*
PMS 187
CMYK 08.100.65.24
HEX #a41034
RGB 164.16.52

COLUMBIA *Blue*
PMS 291
CMYK 27.0.0.0
HEX #9bcbeb
RGB 155.203.235

PRINCETON *Orange*
PMS 158
CMYK 0.49.100.9
HEX #e77500
RGB 231.117.0

CORNELL *Red*
PMS 187
CMYK 0.100.79.20
HEX #b31b1b
RGB 166.25.46

PENN *Red*
PMS 201
CMYK 0.100.65.34
HEX #990000
RGB 153.0.0

DARTMOUTH *Green*
PMS 349
CMYK 100.0.91.42
HEX #046a38
RGB 0.95.47

PENN *Blue*
PMS 288
CMYK 100.65.0.30
HEX #011F5B
RGB 1.31.91

Brand Elements

TYPOGRAPHY

YaleNew

ROMAN

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 1234567890

BOLD

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 1234567890

ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 1234567890

BOLD ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 1234567890

If you do not have the YaleNew font, please contact the Licensing office and we will forward it to you.

Serifa

ROMAN

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BOLD

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

REGULAR ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BOLD ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trademarks

® TM

PHOTOGRAPHY

REQUIRMENTS

Registered trademarks in United States (followed by ®)

The Yale logo and Institutional mark

Block Yale logo

Block Yale Y logo

Yale Leaning Bulldog on Y logo

The Yale Seal

All other logos, wordmarks and trademarks should be followed by TM.

For usage outside of the United States all Yale Marks are to receive a TM only.

Terms of use for photos

The display of photos must credit Yale University and the name of the photographer.

Yale photographs: campusphotos.yale.edu/portals/campus-photos/#page/campus-photos

Usage Requirements

Any person, business, or organization interested in using the Yale name or trademarks for any purpose must secure the prior approval of the Yale University licensing department. Yale reserves the right to approve or to reject any proposed licensee.

In addition, products that will not be approved include:

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

Usage Guidelines

HANGTAGS & LABELS

Label examples



Hangtag examples



PLEASE NOTE

The following copy must appear on all hangtags:

The Marks on this product are trademarks of Yale University and are used under official license.

In certain cases (e.g., socks) a shortened legal line of
® Yale University 20xx
is acceptable.

The use of ® or ™ is not practical on some products (e.g., rings). In such cases, the University requires the manufacturer to produce a hangtag or label for each individual item that represents it as officially licensed, using language that is approved by the University.

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