

Yale[®]

Licensing & Brand Guidelines





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 stylized, with a long horizontal line extending to the right.

Paul J. Murawski

*Director, Marketing & Trademark Licensing
Yale University*



HISTORY OF YALE

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 4,400 faculty from all 50 states, as well as 118 foreign countries. Additionally, what started as a small collegiate school in a residential area of New Haven now comprises 340 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.





YALE BRAND FONTS



YaleNew

ROMAN

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 1234567890

ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 1234567890

BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 1234567890

BOLD ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 1234567890

Serifa

ROMAN

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

REGULAR ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BOLD ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

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





YALE BRAND COLORS

The Yale logo may only be shown in Yale Blue, Yale Gray, black, or white. The preferred background colors for a white “drop-out” Yale logo are Yale Blue, Yale Gray, or black.

Other background colors are permissible. If using a background color other than Yale Blue, Yale Gray, or black, the Yale logo must appear in white against a dark background or black against a light background.

Maintain contrast between the background and the logo to ensure legibility. Never present it against or dropped out of a “busy” background that compromises its visibility.



Yale Blue: PMS 289 CMYK 100, 75, 8, 40

Yale Gray: PMS Warm Gray 7 CMYK 42, 40, 44, 4

Black: CMYK 0, 0, 0, 100 White: CMYK 0, 0, 0, 0

Background colors not identified closely with other Ivy League schools may be used. For example, Yale marks should not be paired with crimson (Harvard) or orange (Princeton).





YALE LOGOS AND WORDMARKS

Yale®



YALE®

Yale University™

YALE™



YALE BULLDOGS™



The original Handsome Dan in 1889 (Courtesy Yale Manuscripts and Archives).

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.



USAGE GUIDELINES

Registered trademarks (followed by ®)

- The Yale logo and Institutional mark
- Block Yale logo
- Block Y logo
- Yale Bulldog leaning on Y logo
- The Yale shields

Trademarks (followed by ™)

- The words “YALE UNIVERSITY”
- The words “YALE BULLDOGS”

Sample language includes:

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

Terms of use for photos

The display of photos must credit Yale University and the name of the photographer listed in the detailed view of each photo, when available.





YALE

Y.
LACROSSE

USAGE GUIDELINES

Alternate application; hangtags:

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.

Sewn in label examples



Hangtag examples





USAGE GUIDELINES

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 FOR YALE TRADEMARKS

- Third parties are not permitted to make or alter Yale marks.
- While Yale marks may be uniformly scaled to fit the application, they may not be distorted, stretched, or condensed.
- Marks may not be bifurcated by zippers (e.g., on sweatshirt or pockets).
- “Faded” or “distressed” marks will not be approved; “light distressed” will be considered.
- Marks may not be covered by other marks (Yale or otherwise).
- Marks may not appear on the seat of sweatpants or shorts, or on the bottom of flip flops, sneakers, or shoes.
- “Est. 1701” or “Founded 1701” may not be used with the words “Yale Bulldogs” because the date refers to the founding of the University itself and not to the athletic program.
- The word “university” must appear in its entirety. Abbreviations such as “Yale U” or “Yale Univ.” will not be approved.
- The “Yale” and “Yale University” word marks may not be used in conjunction with marks that already include the word Yale (i.e., the traditional Yale bulldog or the Yale Emblems).
- When using embroidery, it may be necessary to slightly increase the letter spacing in Yale marks. Letter forms should not overlap. Please submit samples for approval. Please note that the Yale Logo rendered in embroidery cannot be smaller than 1.5 inches wide.
- A reasonable approximation of Yale Blue is a color that falls halfway between PMS 288 and 289. For an exact color match, please contact the Licensing Office to request a swatch book.
- In certain instances, marks may be outlined. Artwork must be reviewed for approval.

The Yale Wordmark

- The Yale wordmark should be shown in Yale Blue or white. Other colors will generally not be permitted; however, the logo may appear as white against backgrounds of another color pending approval from the Licensing Office.
- The Yale wordmark rendered in embroidery cannot be smaller than 1.5 inches wide

Additional Trademark Guidelines

- Yale's trademarks may not be used in any way that discriminates or implies discrimination against any persons or groups based on age, ancestry, belief, color, creed, disability, national origin, race, religion, sex, sexual orientation or veteran status, or in any other way that would be a violation of Yale's anti-discrimination policies or practices.
- Yale trademarks may not be used in any manner that suggests or implies Yale's endorsement of other organizations, companies, products, services, political parties or views, or religious organizations or beliefs.
- Yale trademarks may not be used in conjunction with the name or trademark(s) of any other entity without the prior written permission of that entity. If permission is granted by the Yale University Licensing Program to use both the Yale trademark and another party's trademark in a design, the trademarks must be distinct and separate from each other, and Yale's trademarks must not be overshadowed or diminished in any way in comparison to the other entity's trademark. Approval of any such dual use of Yale trademarks will be limited to instances where there is a compelling institutional priority in allowing such a use.

CONTACT INFORMATION

Paul J. Murawski

Director, Marketing and Trademark Licensing

(203) 432-4659

paul.murawski@yale.edu

Leigh Anne Minutoli

Assistant Director, Licensing and Business Development

(203) 432-0710

leighanne.minutoli@yale.edu

Denise Castellano

Manager, Marketing and Trademark Licensing

(203) 432-2313

denise.castellano@yale.edu

Erica Asaro

Administrative Assistant, Marketing and Trademark Licensing

(203) 432-4942

erica.asaro@yale.edu



YALE®

282 York Street, 2nd Floor, Suite 202
New Haven, Connecticut 06510