

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 blue ink, appearing to read 'Paul J. Murawski', with a long, sweeping flourish 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 licensed merchandise is an important part of this mission, serving to help promote the Yale brand throughout the world.





YALE BRAND FONTS



YaleNew

ROMAN

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFHIJKLMNPOQRSTUVWXYZ
1234567890 1234567890

BOLD

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ITALIC

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BOLD ITALIC

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Serifa

ROMAN

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1234567890

BOLD

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

REGULAR ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BOLD ITALIC

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





YALE
TRACK AND FIELD
HISTORMI

Y
STUDENT



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 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 (United States)

Registered trademarks (followed by ®)

- The Yale logo and Institutional mark
- Bulldog with Y
- Block Yale logo
- Block Yale 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

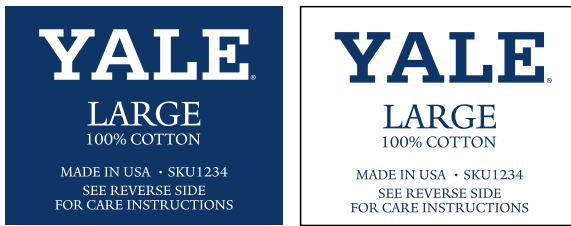
Y.
LACROSSE

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





CONTACT INFORMATION

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