

Yale

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.



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



Yale

BRAND GUIDELINES

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

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 has earned an international reputation for academic excellence. Among the institution’s alumni are a multitude of statesmen, diplomats, and foreign leaders, including five Presidents of the United States, 500 members of Congress and 48 Presidential Cabinet members. Additionally, 52 Nobel Laureates have had a connection with the university, either in a student, academic, or working capacity.



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

History

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 gradate 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.

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 U.S. 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.

Tradition

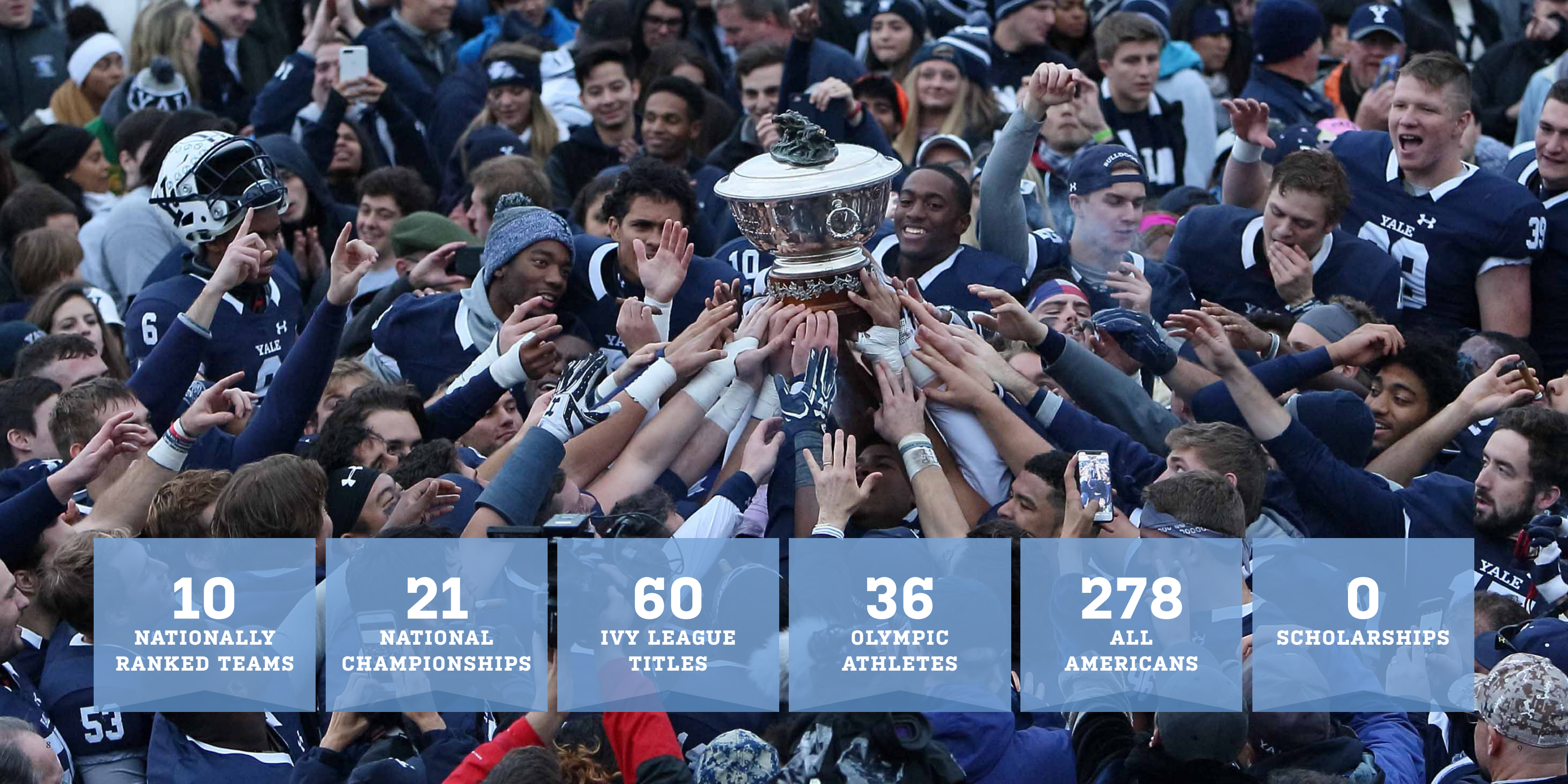
Yalies are immersed in a rich tradition that encompasses all aspects of student life. In athletics, Yale has the two oldest football rivalry games, most notably the Yale-Harvard game, known as “The Game.” Halloween has become an important tradition that culminates with the Halloween show, a silent film put on by the Yale Symphony Orchestra. 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.

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.” Donna Dubinsky invented the PalmPilot, and Maya Lin designed the Vietnam Memorial. Yale has also been a place of firsts, awarding the first M.D. and PH.D. degrees in the United States, and founding the first university art gallery and college newspaper. Yale is committed to leadership in globalization, providing students with many study abroad opportunities. Yale leads the way in promoting environmentally friendly policies, while setting an example by utilizing green buildings on campus.







10

**NATIONALLY
RANKED TEAMS**

21

**NATIONAL
CHAMPIONSHIPS**

60

**IVY LEAGUE
TITLES**

36

**OLYMPIC
ATHLETES**

278

**ALL
AMERICANS**

0

SCHOLARSHIPS

Yale®

YALE®



YALE BULLDOGS™



YALE BRAND COLORS

Primary Colors




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




White
CMYK 0, 0, 0, 0

Alternate Colors




PMS 654
CMYK 100, 67, 0, 37

A lower-intensity blue (PMS 654) may work better when paired with brighter accent colors.



PMS 660
CMYK 90, 57, 0, 0

When pairing Yale Blue with black in a print publication, a higher-intensity, brighter alternative (PMS 660) will contrast more distinctly with black.



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

Gray is specified for use with black-and-white printing or when a more neutral element is required in a design.



YALE BRAND TYPE

YaleNew

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

Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 1234567890

Italic

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Serifa

Regular

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Regular Italic

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TheSans

Plain

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TRADEMARKING

For the U.S. Market

Must be designated as follows:

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 ™)

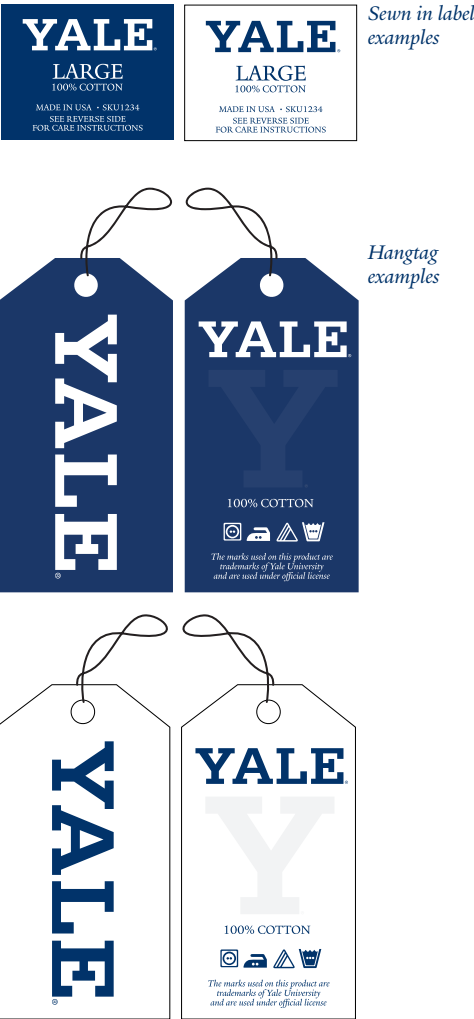
- The words “YALE UNIVERSITY”
- The words “YALE BULLDOGS”

Sample language includes:

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

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.



YALE TRADEMARKS

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

YALE MOTTOS

'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.

'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.

'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.

'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 are now found in a myriad of University publications, both online and in print.



The Yale logo may only be shown in black, white, Yale Blue, or Yale Gray and should never be scaled or manipulated in any way.

Y

NOTS



Yale

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