

Yale[®]

*Licensing &
Brand Guidelines
2024*



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

- Please use provided files.
- Do not redraw the shield or seal, alter colors or disassemble

Shield, Seal & Mottos

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



Boola Boola.

Lux et Veritas.

Brand Elements

- Replica jerseys may not be produced.

Athletics

Varsity Athletics may be combined with Yale Logos.

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

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

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

Athletic Icons



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

Vintage Icons

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

YALE



1960'S

YALE



1940'S



LEAN
1970'S



STAND
1940'S



SIT

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

- Please use provided files.
- Do not redraw the logo or alter colors.

Extensions



2023



Brand Elements

- Please use provided files.
- Do not redraw the logo or alter colors.

Extensions



1890'S

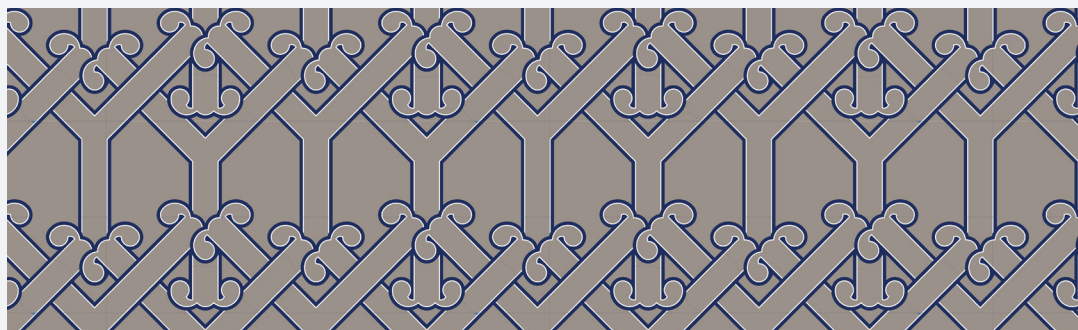
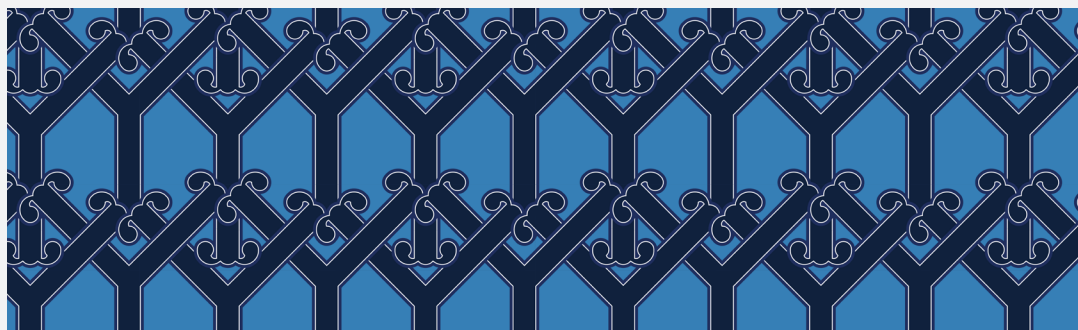
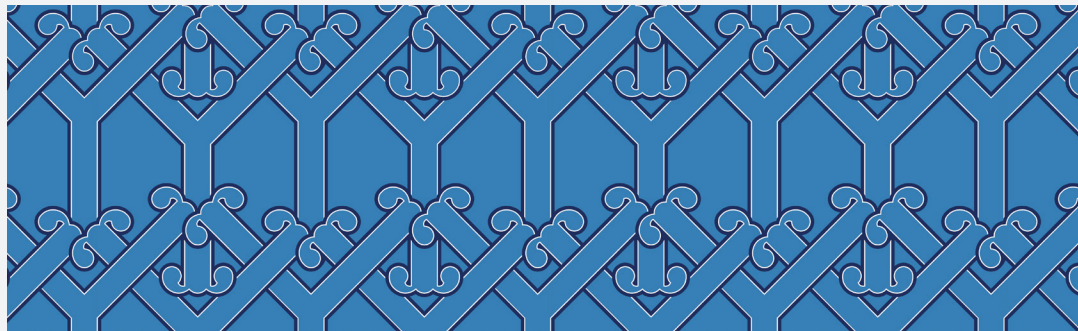


Brand Elements

- Please use provided files.
- Do not redraw the logo or alter colors.

Extensions

To be used as accent to smaller items. Example: ties, purse linings, bags, etc.



Brand Elements

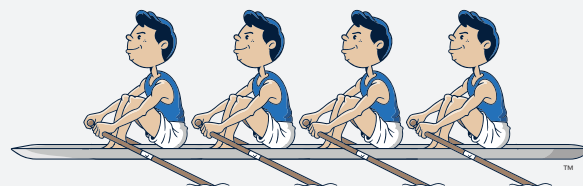
- Please use provided files.
- Do not redraw the logo or alter colors.
- All of these illustrations can be treated in any listed skin tones.



Extensions



SAILING



CREW TEAM



CREW



DIVING



TRACK



LACROSSE

Brand Elements

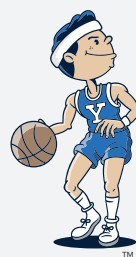
- Please use provided files.
- Do not redraw the logo or alter colors.
- All of these illustrations can be treated in any listed skin tones.



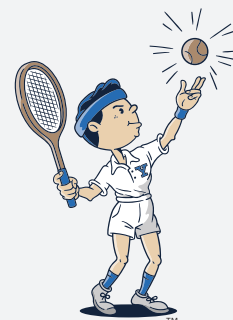
Extensions



GOLF ON GREEN



BASKETBALL



TENNIS



BASEBALL



FOOTBALL



GOLF

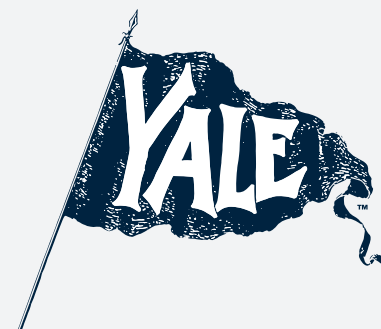
Brand Elements

- Please use provided files.
- Do not redraw the logo or alter colors.

Extensions



1940'S



1900'S

Brand Elements

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

Color

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

Yale Serif

- 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

Yale University Serif

- 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

Yale Slab

- Please use provided files.
- Do not redraw the logo or alter colors.

FILE NAME:

Yale Slab

PMS 289

White on PMS 289

YALE®

YALE®

FILE NAME:

Yale Slab

PMS 660

White on PMS 660

YALE®

YALE®

FILE NAME:

Yale Slab

PMS Warm Gray 7

White on PMS Warm Gray 7

YALE®

YALE®

FILE NAME:

Yale Slab

Black

White on black

YALE®

YALE®

Brand Elements

Yale University Slab

- Please use provided files.
- Do not redraw the logo or alter colors.

FILE NAME:
Yale University Slab

PMS 289
White on PMS 289

YALE UNIVERSITY

YALE UNIVERSITY

FILE NAME:
Yale University Slab

PMS 660
White on PMS 660

YALE UNIVERSITY

YALE UNIVERSITY

FILE NAME:
Yale University Slab

PMS Warm Gray 7
White on PMS Warm Gray 7

YALE UNIVERSITY

YALE UNIVERSITY

FILE NAME:
Yale University Slab

Black
White on black

YALE UNIVERSITY

YALE UNIVERSITY

Brand Elements

Yale Slab Y & Yale Athletic Y

- 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



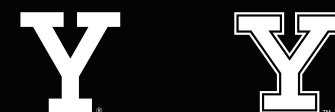
FILE NAME:
Yale Slab Y & Yale Athletic Y
PMS 660
White on PMS 660



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

Yale Bulldogs Slab

- Please use provided files.
- Do not redraw the logo or alter colors.

FILE NAME:
Yale Bulldogs Slab
PMS 289
White on PMS 289

YALE BULLDOGS™

YALE BULLDOGS™

FILE NAME:
Yale Bulldogs Slab
PMS 660
White on PMS 660

YALE BULLDOGS™

YALE BULLDOGS™

FILE NAME:
Yale Bulldogs Slab
PMS Warm Gray 7
White on PMS Warm Gray 7

YALE BULLDOGS™

YALE BULLDOGS™

FILE NAME:
Yale Bulldogs Slab
Black
White on black

YALE BULLDOGS™

YALE BULLDOGS™

Brand Elements

Yale Arc

- 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

Yale University Arc

- 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

Yale University Script

- 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

Yale Est. 1701

- Please use provided files.
- Do not redraw the logo or alter colors.

FILE NAME:
Yale Est. 1701

PMS 289
White on PMS 289

EST. 1701™

EST. 1701™

FILE NAME:
Yale University Script

PMS 660
White on PMS 660

EST. 1701™

EST. 1701™

FILE NAME:
Yale University Script

PMS Warm Gray 7
White on PMS Warm Gray 7

EST. 1701™

EST. 1701™

FILE NAME:
Yale University Script

Black
White on black

EST. 1701™

EST. 1701™

Brand Elements

- Please use provided files.
- Do not redraw the logo or alter colors.

Yale Seal

PLEASE NOTE: 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

- Please use provided files.
- Do not redraw the logo or alter colors.

Yale Vintage Shield

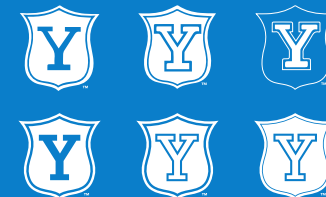
FILE NAME:
Yale Vintage Shield

PMS 289
White on PMS 289



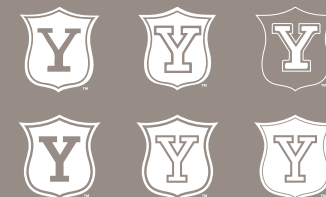
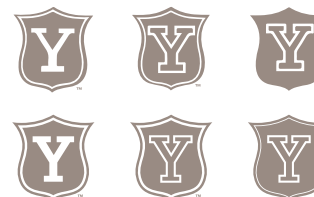
FILE NAME:
Yale Vintage Shield

PMS 660
White on PMS 660



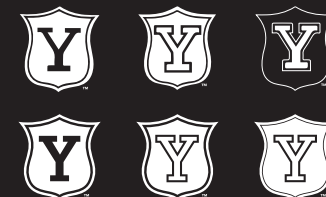
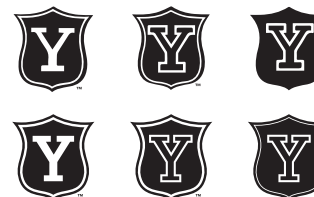
FILE NAME:
Yale Vintage Shield

PMS Warm Gray 7
White on PMS Warm Gray 7



FILE NAME:
Yale Vintage Shield

Black
White on black



Brand Elements

- Please use provided files.
- Do not redraw the logo or alter colors.

Yale Vintage Logo

FILE NAME:
Yale Vintage Logo

PMS 289
White on PMS 289



FILE NAME:
Yale Vintage Logo

PMS 660
White on PMS 660



FILE NAME:
Yale Vintage Logo

PMS Warm Gray 7
White on PMS Warm Gray 7



FILE NAME:
Yale Vintage Logo

Black
White on black



Brand Elements

- Please use provided files.
- Do not redraw the logo or alter colors.

Yale Pennant Logo

FILE NAME:
Yale Pennant Logos

PMS 289
White on PMS 289



FILE NAME:
Yale Pennant Logos

PMS 660
White on PMS 660



FILE NAME:
Yale Pennant Logos

PMS Warm Gray 7
White on PMS Warm Gray 7



FILE NAME:
Yale Pennant Logos

Black
White on black



Brand Elements

- Please use provided files.
- Do not redraw the logo or alter colors.

Yale Flag Logo

FILE NAME:
Yale Flag Logos

PMS 289
White on PMS 289



FILE NAME:
Yale Flag Logos

PMS 660
White on PMS 660



FILE NAME:
Yale Flag Logos

PMS Warm Gray 7
White on PMS Warm Gray 7



FILE NAME:
Yale Flag Logos

Black
White on black



Brand Elements

- Please use provided files.
- Do not redraw the logo or alter colors.

Yale FB Vintage Logo

FILE NAME:
Yale FB Vintage Logos

PMS 289
White on PMS 289



FILE NAME:
Yale FB Vintage Logos

PMS 660
White on PMS 660



FILE NAME:
Yale FB Vintage Logos

PMS Warm Gray 7
White on PMS Warm Gray 7



FILE NAME:
Yale FB Vintage Logos

Black
White on black



Brand Elements

- Please use provided files.
- Do not redraw the logo or alter colors.

Yale Vintage Sailor & Bulldog

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

- Please use provided files.
- Do not redraw the logo or alter colors.

Yale Vintage Sailor & Bulldog

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

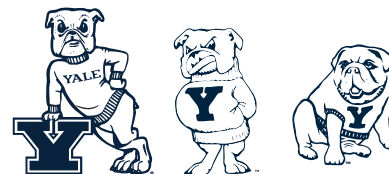


Brand Elements

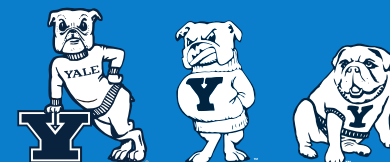
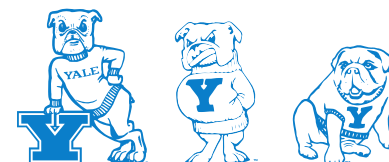
- Please use provided files.
- Do not redraw the logo or alter colors.

Yale Bulldogs Lean, Stand, Sit

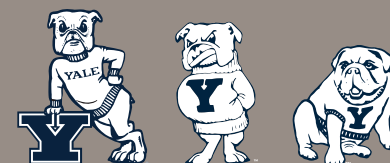
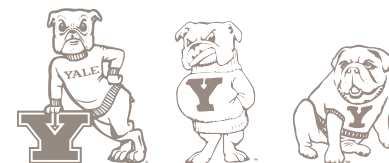
FILE NAME:
Yale Bulldogs Lean, Stand, Sit
PMS 289
White on PMS 289



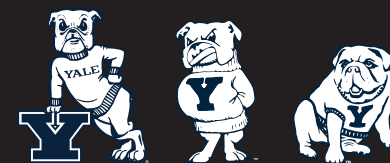
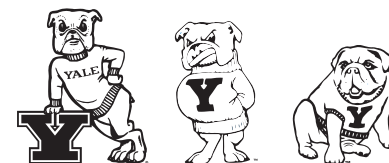
FILE NAME:
Yale Bulldogs Lean, Stand, Sit
PMS 660
White on PMS 660



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

- Please use provided files.
- Do not redraw the logo or alter colors.

Yale Golf Bulldog

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

- Please use provided files.
- Do not redraw the logo or alter colors.

Yale Golf Bulldog

FILE NAME:
Yale Bulldog No Club

PMS 289
White on PMS 289



FILE NAME:
Yale Bulldog No Club

PMS 660
White on PMS 660



FILE NAME:
Yale Bulldog No Club

PMS Warm Gray 7
White on PMS Warm Gray 7



FILE NAME:
Yale Bulldog No Club

Black
White on black



Brand Elements

- Please use provided files.
- Do not redraw the logo or alter colors.

Yale Boola Boola Motto

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 hahwahah
They will holler. "Boola boo"
Oh Yule. Eli Yule! Oh Yule. Eli Yule!
Oh Yule. Eli Yule! Oh Yule. Eli Yule!
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 hahwahah
They will holler. "Boola boo"
Oh Yule. Eli Yule! Oh Yule. Eli Yule!
Oh Yule. Eli Yule! Oh Yule. Eli Yule!
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 hahwahah
They will holler. "Boola boo"
Oh Yule. Eli Yule! Oh Yule. Eli Yule!
Oh Yule. Eli Yule! Oh Yule. Eli Yule!
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 hahwahah
They will holler. "Boola boo"
Oh Yule. Eli Yule! Oh Yule. Eli Yule!
Oh Yule. Eli Yule! Oh Yule. Eli Yule!
YALE

Boola Boola. Boola Boola.
Boola boola boola boola
When we rough house poor old hahwahah
They will holler. "Boola boo"
Oh Yule. Eli Yule! Oh Yule. Eli Yule!
Oh Yule. Eli Yule! Oh Yule. Eli Yule!
YALE

Boola Boola. Boola Boola.
Boola boola boola boola
When we rough house poor old hahwahah
They will holler. "Boola boo"
Oh Yule. Eli Yule! Oh Yule. Eli Yule!
Oh Yule. Eli Yule! Oh Yule. Eli Yule!
YALE

Boola Boola. Boola Boola.
Boola boola boola boola
When we rough house poor old hahwahah
They will holler. "Boola boo"
Oh Yule. Eli Yule! Oh Yule. Eli Yule!
Oh Yule. Eli Yule! Oh Yule. Eli Yule!
YALE

Boola Boola. Boola Boola.
Boola boola boola boola
When we rough house poor old hahwahah
They will holler. "Boola boo"
Oh Yule. Eli Yule! Oh Yule. Eli Yule!
Oh Yule. Eli Yule! Oh Yule. Eli Yule!
YALE

Brand Elements

Yale Boola Boola Cheer

- Please use provided files.
- Do not redraw the logo or alter colors.

FILE NAME:
Yale Boola Boola Cheer

PMS 289
White on PMS 289

Boola Boola.

Boola Boola.

FILE NAME:
Yale Boola Boola Cheer

PMS 660
White on PMS 660

Boola Boola.

Boola Boola.

FILE NAME:
Yale Boola Boola Cheer

PMS Warm Gray 7
White on PMS Warm Gray 7

Boola Boola.

Boola Boola.

FILE NAME:
Yale Boola Boola Cheer

Black
White on black

Boola Boola.

Boola Boola.

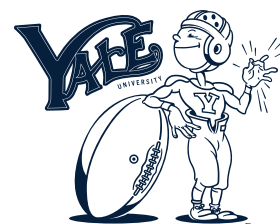
Brand Elements

- Please use provided files.
- Do not redraw the logo or alter colors.

Vintage Football Athlete

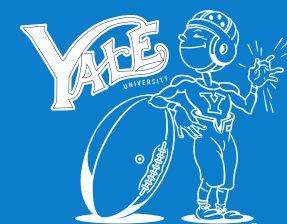
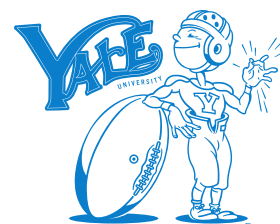
FILE NAME:
Vintage Football Athlete

PMS 289
White on PMS 289



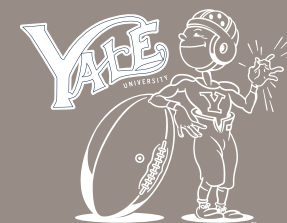
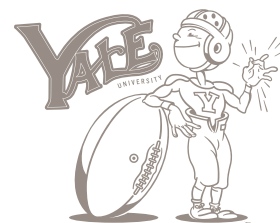
FILE NAME:
Vintage Football Athlete

PMS 660
White on PMS 660



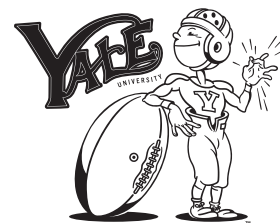
FILE NAME:
Vintage Football Athlete

PMS Warm Gray 7
White on PMS Warm Gray 7



FILE NAME:
Vintage Football Athlete

Black
White on black



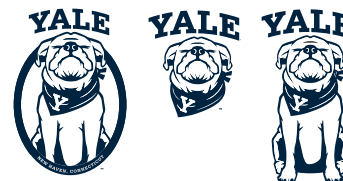
Brand Elements

- Please use provided files.
- Do not redraw the logo or alter colors.

Yale Bulldog Closed Eyes

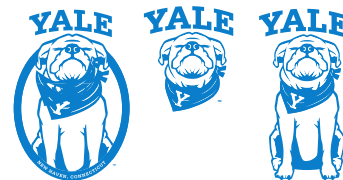
FILE NAME:
Yale Bulldog Closed Eyes
Pendant, Sit, Head

PMS 289
White on PMS 289



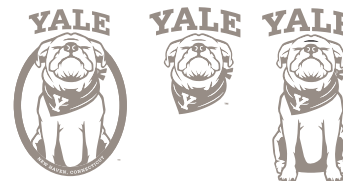
FILE NAME:
Yale Bulldog Closed Eyes
Pendant, Sit, Head

PMS 660
White on PMS 660



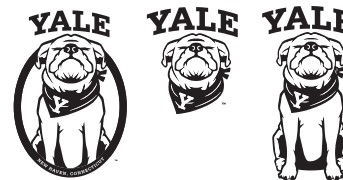
FILE NAME:
Yale Bulldog Closed Eyes
Pendant, Sit, Head

PMS Warm Gray 7
White on PMS Warm Gray 7



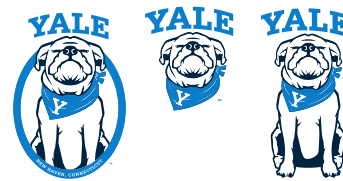
FILE NAME:
Yale Bulldog Closed Eyes
Pendant, Sit, Head

Black
White on black



FILE NAME:
Yale Bulldog Closed Eyes
Pendant, Sit, Head

Two Color on White



Brand Elements

- Please use provided files.
- Do not redraw the logo or alter colors.

Sterling Memorial Library

FILE NAME:
Sterling Memorial Library

PMS 289
White on PMS 289



FILE NAME:
Sterling Memorial Library

PMS 660
White on PMS 660



FILE NAME:
Sterling Memorial Library

PMS Warm Gray 7
White on PMS Warm Gray 7



FILE NAME:
Sterling Memorial Library

Black
White on black



FILE NAME:
Sterling Memorial Library

Two Color on White



Brand Elements

Yale Lux et Veritas

- Please use provided files.
- Do not redraw the logo or alter colors.

FILE NAME:
Yale Lux et Veritas
PMS 289
White on PMS 289

Lux et Veritas.

Lux et Veritas.

FILE NAME:
Yale Lux et Veritas
PMS 660
White on PMS 660

Lux et Veritas.

Lux et Veritas.

FILE NAME:
Yale Lux et Veritas
PMS Warm Gray 7
White on PMS Warm Gray 7

Lux et Veritas.

Lux et Veritas.

FILE NAME:
Yale Lux et Veritas
Black
White on black

Lux et Veritas.

Lux et Veritas.

Brand Elements

Compliance Requirements

Important information regarding brand licensing and usage

YALE LOGO

MUST

*appear in a brand color
as listed on page 16*

ONLY ONE

REGISTRATION

MARK

*on front of garment
when using more than
one brand asset*

YALE

MUST APPEAR

*in a brand logo, font,
or wordmark*

YALE LOGO

MAY NOT

*be altered in any way
(drop shadows, curves,
stretching, etc)*

YALE LOGO

MAY NOT

be layered or cut off

1701 LOGO

CANNOT

*appear with Bulldogs
or Athletics*

Brand Elements

- Do not alter licensing lockup files in any way.
- Please review these samples of incorrect usage that constitute violations of the Yale brand guidelines.

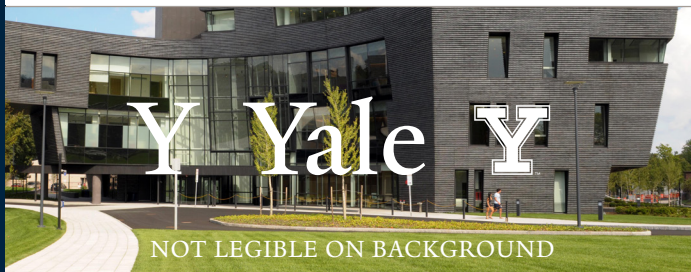
Violations

Y Yale Y

SCALE PROPORTIONATELY: DO NOT DISTORT

Y Yale Y

GRADIENTS & SHADING NOT PERMITTED



Y Yale Y

OUTLINES NOT PERMITTED

Y Yale Y

SHADOWS NOT PERMITTED

Y Yale Y

OFF-BRAND COLORS NOT PERMITTED

Y Yale Y

INSUFFICIENT CONTRAST

Y Yale Y

INSUFFICIENT CONTRAST

Brand Elements

Garment Color

Yale may not appear on a blue garment lighter than French Blue

- Please use this chart for reference on approved Blue TCX colors for Yale and ideas around other fashion colors that can be used for garments.

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

Rival Schools

- Brand assets may not employ or appear on colors representing other ivy league schools

Color Violations

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 *Blue*

PMS 288
CMYK 100.65.0.30
HEX #011f5b
RGB 1.31.91

DARTMOUTH *Green*

PMS 349
CMYK 100.0.91.42
HEX #046a38
RGB 0.95.47

PENN *Red*

PMS 201
CMYK 0.100.65.34
HEX #990000
RGB 153.0.0

Brand Elements

Typography

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

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.

Usage Guidelines

Trademark Usage, Photography Credits & Product Restrictions

Registered trademarks in United States (followed by ®)

Yale Serif
Yale Slab
Yale Slab Y
Yale Seal
Yale Leaning Bulldog

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.

Registered mottos in United States (followed by ®)

Boola Boola
Lux Et Verita

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

Children's Sleepwear can be licensed with additional liability insurance:

- United States Only

Marketing and Trademark Licensing

Contact Information

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ADDRESS

Yale University

Department of Marketing & Trademark Licensing

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New Haven, CT 06511



Yale Licensing & Brand Guidelines 2024