

# Yale<sup>®</sup>

*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<sup>®</sup>

Yale University<sup>™</sup>

**YALE<sup>®</sup>**

**YALE UNIVERSITY<sup>™</sup>**

## 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



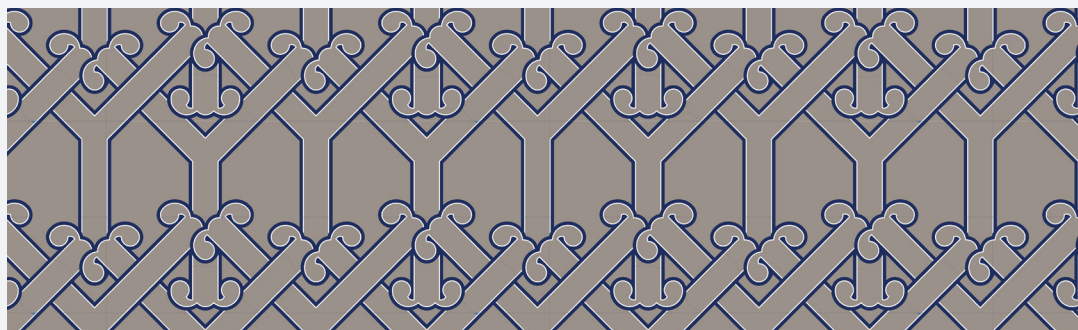
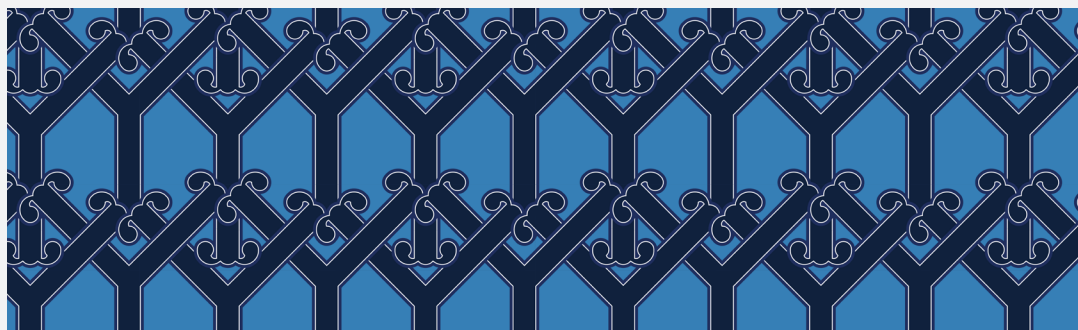
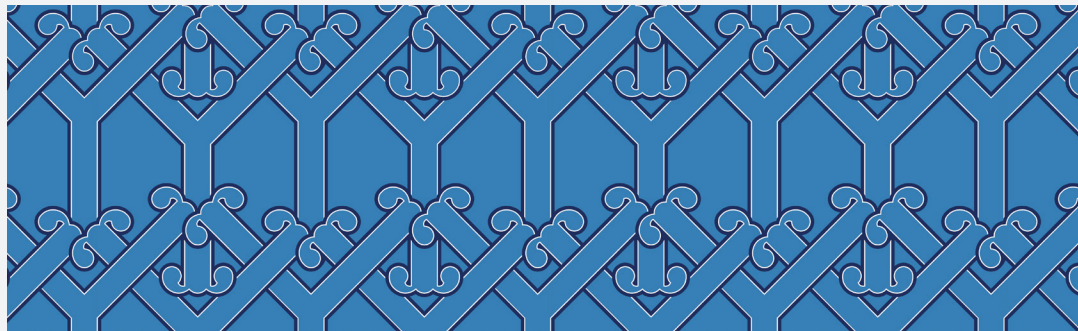


## Brand Elements

- 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

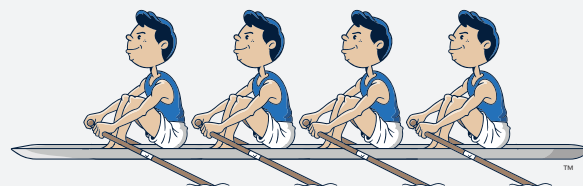
- Please use provided files.
- Do not redraw the logo or alter colors.
- All of these illustrations can be treated in any listed skin tones.



## Extensions



SAILING



CREW TEAM



CREW



DIVING



TRACK



LACROSSE

## Brand Elements

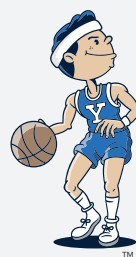
- Please use provided files.
- Do not redraw the logo or alter colors.
- All of these illustrations can be treated in any listed skin tones.



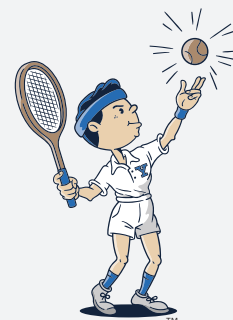
## Extensions



GOLF ON GREEN



BASKETBALL



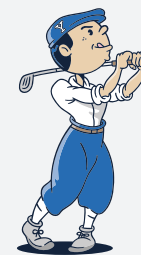
TENNIS



BASEBALL



FOOTBALL



GOLF

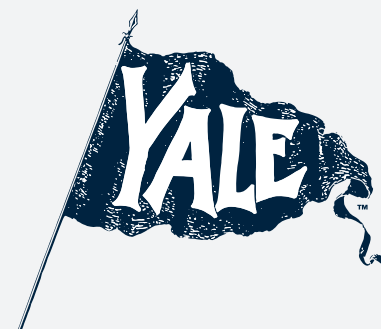
## Brand Elements

- 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



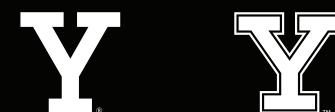
FILE NAME:  
Yale Slab Y & Yale Athletic Y  
PMS 660  
White on PMS 660



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

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

## Yale University Script

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

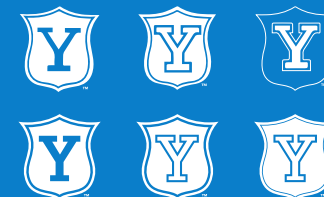
FILE NAME:  
Yale Vintage Shield

PMS 289  
White on PMS 289



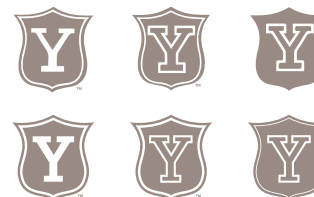
FILE NAME:  
Yale Vintage Shield

PMS 660  
White on PMS 660



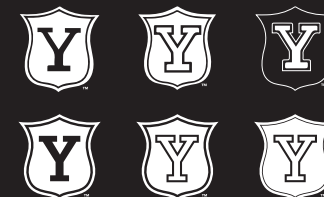
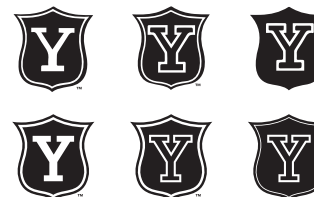
FILE NAME:  
Yale Vintage Shield

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

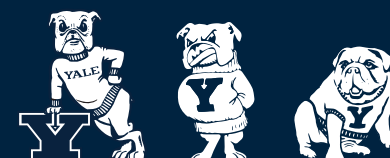
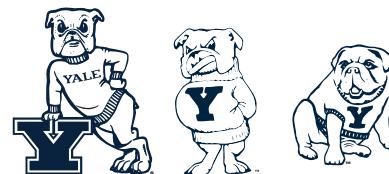


## Brand Elements

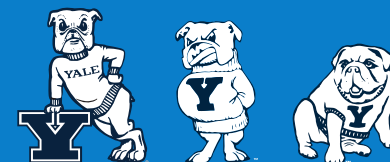
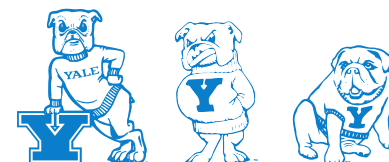
- Please use provided files.
- Do not redraw the logo or alter colors.

## Yale Bulldogs Lean, Stand, Sit

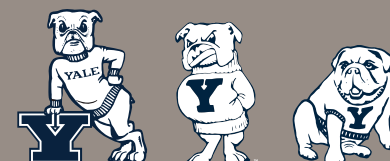
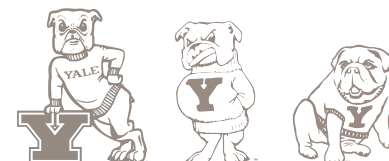
FILE NAME:  
Yale Bulldogs Lean, Stand, Sit  
PMS 289  
White on PMS 289



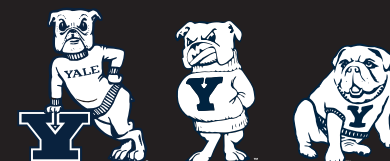
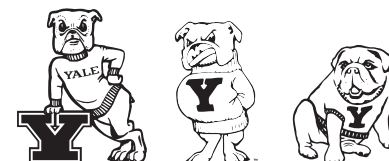
FILE NAME:  
Yale Bulldogs Lean, Stand, Sit  
PMS 660  
White on PMS 660



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.*

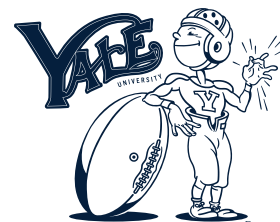
## Brand Elements

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

## Vintage Football Athlete

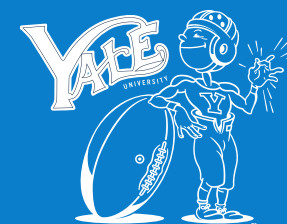
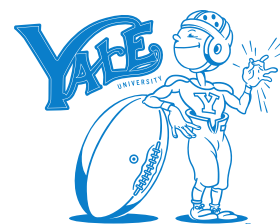
FILE NAME:  
Vintage Football Athlete

PMS 289  
White on PMS 289



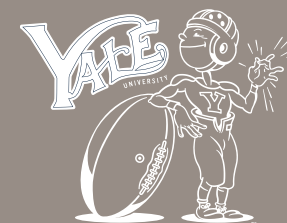
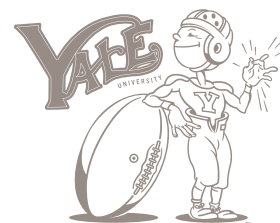
FILE NAME:  
Vintage Football Athlete

PMS 660  
White on PMS 660



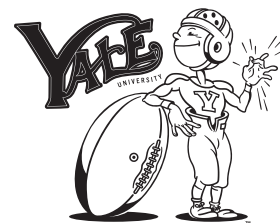
FILE NAME:  
Vintage Football Athlete

PMS Warm Gray 7  
White on PMS Warm Gray 7



FILE NAME:  
Vintage Football Athlete

Black  
White on black



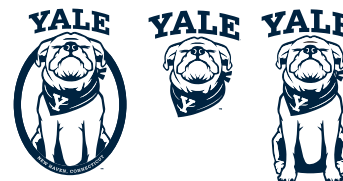
# Brand Elements

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

## Yale Bulldog Closed Eyes

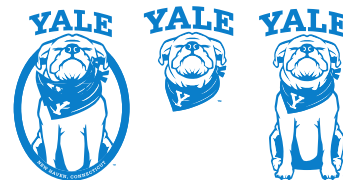
FILE NAME:  
Yale Bulldog Closed Eyes  
Pendant, Sit, Head

PMS 289  
White on PMS 289



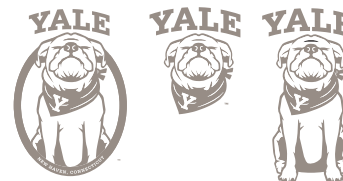
FILE NAME:  
Yale Bulldog Closed Eyes  
Pendant, Sit, Head

PMS 660  
White on PMS 660



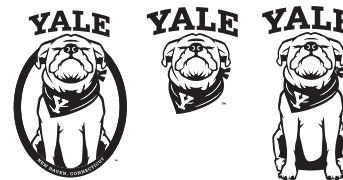
FILE NAME:  
Yale Bulldog Closed Eyes  
Pendant, Sit, Head

PMS Warm Gray 7  
White on PMS Warm Gray 7



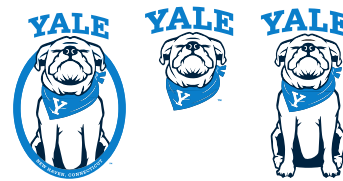
FILE NAME:  
Yale Bulldog Closed Eyes  
Pendant, Sit, Head

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](https://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

**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

**Alana Dlubak**

*Administrator*

(203) 432- 9602

alana.dlubak@yale.edu

**ADDRESS**

Yale University

Department of Marketing & Trademark Licensing

282 York Street, Suite 202

New Haven, CT 06511



*Yale Licensing & Brand Guidelines 2024*