Student Organization Trademarks & Licensing 101



Licensing

Definition:

- Licensing: A system of managing the commercial use of the University's brand
 - Includes all trademarks of the University such as logos, school colors, words, sayings, etc.

Purpose:

 To protect the goodwill and reputation of our university and to ensure ownership of our brand elements



Examples of UC Trademarks



























Why Manage the UC Brand?

 To create consistency. This consistency differentiates UC, reflects our attributes and aspirations and creates emotional connections

Before Brand Management



After Brand Management





What Does the UC Brand Represent?

Discovering/Transforming/Pathways

Learning is a continuous, ongoing journey with many choices and unlimited opportunities.

Dynamic

Accessible

Inviting

Flexible

Innovative



Traditional

Serious

Credible

Authoritative

Trustworthy

Contemporary

Open

Approachable

Friendly

Confident

Connections

Faculty, staff, students and alums
Colleges and organizations
Academic and practical experience

University and community

Diverse

Traditional and contemporary
Simple and complex
Emotional and rational
Inclusive



Trademark Use Request Process

1. Begin the process early (90 days prior to your event)

a) Select an internal vendor to produce the products.

Note: Our internal vendors are there to help you. They can give you unique product ideas that will meet your goals and objectives and stay within your budget.

b) Design artwork for the product.

Note: If you have any questions about the University's brand standards as you are designing the artwork, please do not hesitate to contact Laura Driscoll in the Trademarks & Licensing Office at (laura.driscoll@uc.edu).



Licensed Vendors for Internal Consumption

 When utilizing UC trademarks on products, you must order those products from one of our five vendors for internal consumption.
 Please see below for their contact information.

Associated Premium Corp.

1870 Summit Rd. Cincinnati, OH 45237 Contact: Lori Heiney Phone: (513) 679-4444 Fax: (513) 679-4447

Email: lheiney@associatedpremium.com

Proforma Albrecht & Co.

3975 Port Union Blvd. Fairfield, OH 45014 Contact: Kate Gottschalk Phone: (513) 543-5409

Email: kgotts@albrechtco.com

Touchstone Merchandise Group

7200 Industrial Row Rd. Mason, OH 45040 Contact: Justin Warren Phone: (513) 383-2631

Email: uc@tmgideas.com

Munoz Brañdz

8919 Rossash Rd. Cincinnati, OH 45236 Contact: Jon Zwitt Phone: (513) 744-4048 Fax: (513) 233-7979

Email: jon@munozbrandz.com

Smile Promotions

PO Box 8122 Bloomington, IN 47407 Contact: Rula Hanania Phone: (812) 323-9290 Fax: (800) 353-2608

Email: rhanania@smilepromotions.com



Trademark Use Request Process

- 2. Complete the online Internal Request Form
 - a) Access the form at www.uc.edu/licensing/internal-trademark-use/internal-request-form.html
 - b) You will need to upload the final artwork and quote from the vendor into the online form
- After your request has been reviewed, Laura Driscoll will notify you and the vendor contact of the status of your request
- **NOTE:** Approval to use a UC trademark (Ex. On a t-shirt) does not constitute approval to use the trademark again, including reorders, without seeking additional approval



Artwork Guidelines - ® and TM



The ® symbol designates that the mark is officially registered with the United States Patent and Trademark Office (USPTO)



The TM symbol designates that the institution is claiming ownership of the noted mark, but it is not officially registered with the USPTO



Artwork Guidelines – Requires a ®

Logos





















Word Marks

- University of Cincinnati_®
- Cincinnati Bearcats_®
- Bearcats_®



Artwork Guidelines – Requires a TM

Logos







Word Marks

- Cincinnati_{TM}
- UC_{TM}
- Cincy_{TM}
- Nippert Stadium_{TM}
- Fifth Third Arena_{TM}
- Shoemaker Center_{TM}
- #HottestCollegeinAmerica_{TM}



Artwork Guidelines – Safe Space

 Safe space equal to the height of the "C" in Cincinnati must be maintained around the institutional logo.





Artwork Guidelines - Colors

 The institutional logo can appear only in black and red, white and red, all black or all white, as shown below.





Artwork Guidelines – Athletic Marks

Student organizations have access to the Athletics'
marks when use is appropriate. If your student
organization is allowed access to the Athletics' marks,
your organization's name must be clearly identified on
the product.





Artwork Guidelines – Unacceptable Executions

Placing the logo over photos, textures or colors that make the logo difficult to read



Attaching text to the logo not preserving the safe space; using the logo as part of a senter se or head/ ne



Altering the logo; modifying fine type; not preserving proportions



Applying a drop shad ow





Artwork Guidelines – Unacceptable Executions

Using the logo more than once per page



Mixing other marks of the university with the logo



Using one of the allernate logo inappropriately and/or without approval





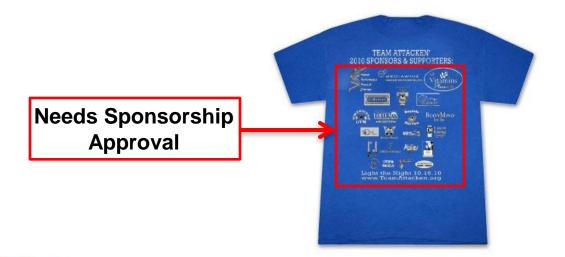
Sale of Merchandise

 Student organizations cannot sell merchandise of any kind due to the University of Cincinnati's Sales & Solicitation Policy. Reasons include but are not limited to: lack of liability insurance and vending permit and inability to collect, report, and pay sales taxes. Please reference the policy for more information.



Sponsorships

 To use a sponsor in conjunction with a UC trademark, you must receive approval **prior** to use of the trademark and any affiliation with the university and the sponsor. Please contact Laura Driscoll at <u>laura.driscoll@uc.edu</u> for more details.





Questions?

- Reference the Licensing FAQ for Student Organizations
- Contact Laura Driscoll with the Trademarks & Licensing Office.

Laura Driscoll

Trademarks & Licensing, Program Coordinator

University of Cincinnati

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Cincinnati, OH 45221-0046

Phone: (513) 556-9151

Email: <u>laura.driscoll@uc.edu</u>

NOTE: The purpose of this document is to provide basic guidelines. The information contained in this packet is non-exhaustive and is subject to change. The Trademark & Licensing Office reserves the right to change, modify, or otherwise alter these guidelines.

