

The logo features a central point from which numerous thin white lines radiate outwards, creating a network or starburst effect. The text 'YALE DIGITAL CONFERENCE 2019' is overlaid on this graphic. 'YALE' and 'DIGITAL' are in white, while 'CONFERENCE 2019' is in a dark blue color. The background of the top half of the slide is a solid medium blue.

YALE DIGITAL CONFERENCE 2019

strengthening our network

Paul J. Murawski

Director, Department of Marketing & Trademark Licensing

Protecting the Yale Brand and the Role of Licensing at Yale.

Paul J. Murawski

Director, Department of Marketing & Trademark Licensing

Yale University

Guidelines for use of the Yale name by outside Consultants and Contractors

Department of Marketing & Trademark Licensing

March 20, 2017

No Yale name, logo, trademark or service mark may be used in any manner that appears to promote, endorse, sponsor or otherwise approve of outside consultants, contractors or any of their goods and services, regardless of the status of their relationship with Yale. However, outside consultants and contractors who have current projects with Yale may include a directory reference to “Yale University, (insert relevant department with whom the consultant/contractor is working)” among a listing of other clients, in alphabetical order, on the company’s websites or marketing materials. Such reference to Yale **must not** in any way appear to be conspicuous in placement, font size or color, or otherwise draw special attention to the reference of the university.

All use of the Yale name, as described above, must be approved in writing by the University’s Department of Marketing and Trademark Licensing before appearing on the website or marketing materials of any outside consultant or contractor.

The University reserves the right to have the Yale name removed from any and all websites and marketing materials in its sole discretion. Other than as expressly stated above, no licenses, implied or otherwise, to any Yale name, logo, trademark or service mark is granted by the University under these guidelines.

Any questions please contact Paul Murawski. – by email at paul.murawski@yale.edu– or by phone at (203)-432-4659.

Yale University

Guidelines for Development and Use of Logos & Names by Student Organizations

Department of Marketing & Trademark Licensing

July 15, 2017

Purpose

- *The Yale name and marks associated with the University are protected by trademark law. Yale regulations require that use by student groups of the Yale name or marks in the title or caption of a publication, as part of the name of or an organization, on promotional materials, on any item or product to be manufactured, distributed, or sold by an individual or an organization, or such similar uses must be approved by the Secretary of the University or the Secretary's duly authorized agents, and under such restrictions and explanations as they may impose or require.*
- Only student groups registered with the appropriate Student Affairs office may use the Yale name and certain other identifiers in connection with University - sanctioned activities, provided they do so in accordance with any such restrictions and/or regulations.
- This information is intended to help guide registered student groups in creating awareness of their organization through their name and logo, while maintaining the integrity of the Yale brand and complying with University policy.

Developing a Name & Logo

- **Beginning July 15, 2017** if you are a new group registering with the Office of Student Affairs, and wish to **use Yale in your name/logo**, you are required to **indicate in your name/logo that you are a student organization**. To accomplish this, we suggest using words such as – undergraduate, undergraduate organization, graduate student, student organization, student alliance, student partnership, student society, student association.
- Any existing student group whose name/logo, was approved using any guidelines applicable prior to July 15, 2017 are encouraged to follow these new guidelines.

Examples of names using the word “Yale” and conveying student affiliation

“Yale Connect – an Undergraduate Organization”

“Yale Student Alliance for Gun Safety”

“Yale Makes Undergraduates”

“Yale Students of the Tri Nations”

“Yale Muslim Students Association”

“Yale Graduate Student Consulting Club”

Use of “at Yale”

- Please note the words “at Yale” alone do not convey student status. If you wish to use the words “at Yale” in your name, you must also include language indicating your status as a student organization.

Examples of correct use of “at Yale” based on new guidelines

“A Leg Even at Yale – an Undergraduate Organization”

“Association of Chinese Students and Scholars at Yale”

“Black Student Alliance at Yale”

“Club of Romanian Students at Yale”

“Japanese Undergraduate Students at Yale”

“Student Association of Thais at Yale”

“Korean Graduate Student Association at Yale”

Use of Logos

- Logos that include the word “Yale” must also indicate that your group is a student organization.

Examples of groups conveying student affiliation in their logo



- Student groups may include the following registered Yale marks in their logo design.

YALE

Block Yale (can be arched)

Y

Yale Block Y

Please keep in mind when using a Yale mark it may not be altered, including changing color or overlapping with another mark and you must include additional information including student organization status.

Acronyms

- If you reference the Yale name in an Acronym, you must also indicate you are a student group.

Examples of student groups using acronyms in their logo



“Chinese **Undergraduate Students** at Yale”



Items to be Distributed

- Student groups (new or existing) that uses the word “Yale” in their name/logo, and wish to produce items for internal use (e.g. T-shirts), must include their full registered name and/or logo on their item. This includes indicating they are a student organization.

T-shirt example



- If a student group is using an approved Yale mark on an item, the color of that item must not be identified with another institution e.g. t-shirt color can not be orange (Princeton), crimson (Harvard).
- Student groups wishing to produce items such as t-shirts are required to work with a Yale licensed vendor. For help finding a vendor, contact paul.murawski@yale.edu or denise.castellano@yale.edu in the Marketing & Trademark Licensing office.
- All items (in artwork form) must also be approved by the Marketing and Trademark Licensing office prior to their production.

Web site and Applications

- Student groups (new or existing) that use the word “Yale” in their name/logo and wish to establish a web site, must include their full registered name and/or logo conspicuously on the site. This includes indicating they are a student organization.
- Web sites/applications must also contain appropriate disclaimers stating the activities on such websites/applications are not endorsed by the university, an example includes:

“Yale and Yale University are registered trademarks of Yale University. This website is a student run website and is maintained, hosted, and operated independently of Yale University. The activities on this website are not supervised or endorsed by Yale and information contained on this website does not necessarily reflect the opinions or official positions of Yale.”
- Students may not create or use email addresses with the word Yale in it, but instead use their assigned email address for matters relating to their student organization.

Welcome to

Yale

Licensing

About Yale



Harkness Tower

- **Founded in 1701**, Yale is the 4th oldest college in the United States. It comprises Yale College (undergraduate), along with 13 graduate and professional schools.
- Yale is a world **renowned Ivy League institution** which has graduated five U.S. Presidents, 500 members of the U.S. Congress, 48 U.S. Cabinet members, along with 52 Nobel Laureates.
- Yale University is located in New Haven Connecticut approximately midway between New York City and Boston.
- Yale campus comprises 340 acres and over 260 building.

What is Yale's Mission?

Yale is committed to improving the world today and for future generations through outstanding research and 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 the Yale mission, serving to help promote the Yale brand throughout the world.



Connecticut Hall

Images of

Yale

Ariel View of the Center of the Yale Campus





Pierson College



Sterling Memorial Library



Beinecke Library Rare Books



Woolsey Hall



Kroon Hall &
Kline Biology Tower



Winter Scene on Old Campus

Yale

By the Numbers



Hewitt Quadrangle

- 5,453 Undergraduate Students
- 6,859 Graduate Students
- Students come from 118 different countries and all 50 U.S. States
- 4,410 Faculty
- 9,455 Staff Members
- 144,603 Living Alumni
- 15 Million Library Holdings

Athletics at

Yale

35 Varsity Athletic Teams including

Baseball
Basketball
Crew
Football
Golf
Ice Hockey
Lacrosse
Rugby
Soccer
Softball
Squash
Swimming & Diving
Tennis



The Yale Bowl

Center of Yale Athletics



Opened in 1914
Seats over 70,000
Is a United States Landmark
Hosts “The Game” every other year
Yale vs. Harvard Football Game





Women's Basketball

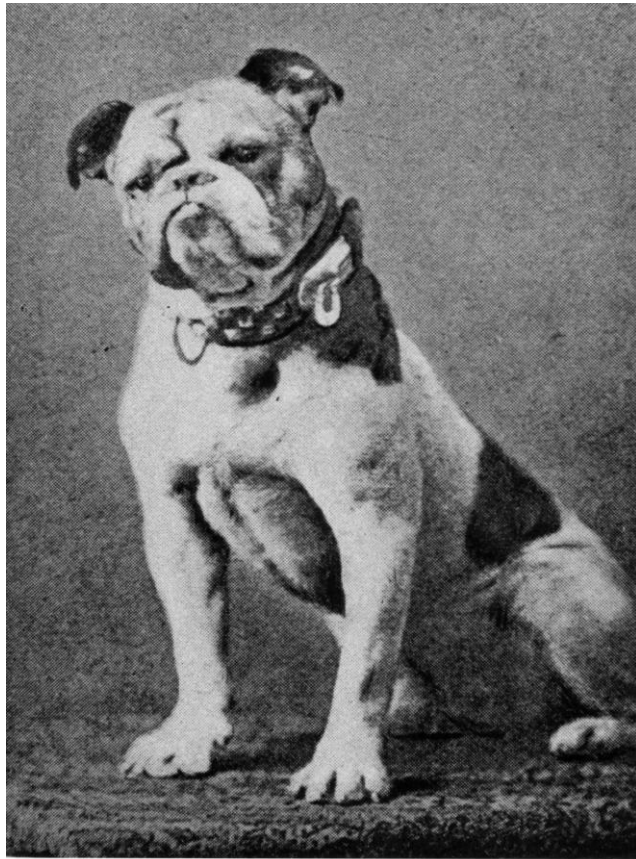


Former United States President George Bush
Captain of Yale Baseball - 1948



Men's Soccer

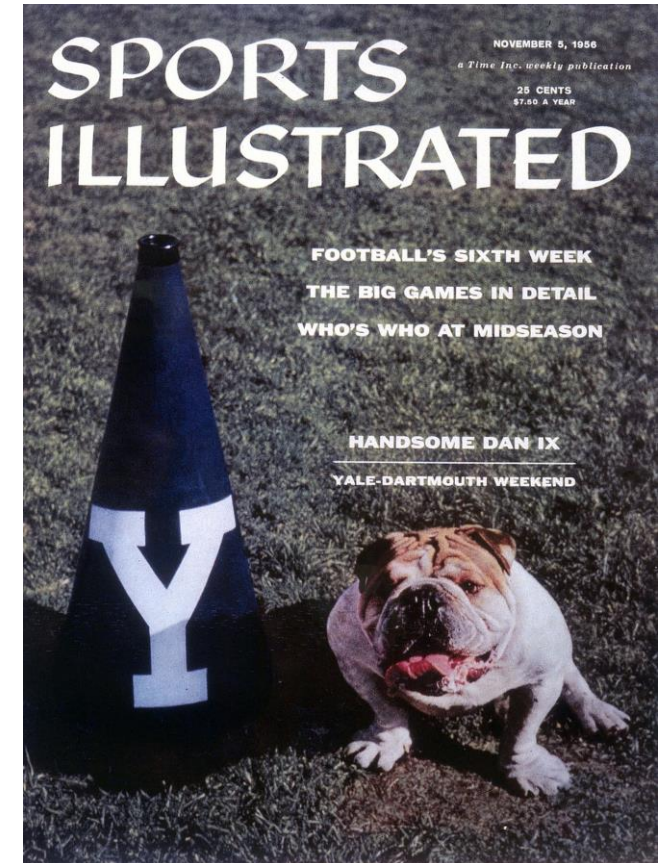
Yale's "Handsome Dan"



Original Handsome Day
1889



Handsome Day XVIII
Present Day



Handsome Day IX
1954

First Ever Athletic Mascot in the United States – dating back to 1889. There have been 18 “Handsome Dan” Bulldogs in the History of Yale Athletics, making him **one of the most famous dogs in the world.**

The
Yale
Brand

The Yale brand comprises an array of images, identities, histories, communities, traditions, and ideals all united by **the promise of excellence.** The most effective way to communicate the Yale brand through merchandise requires acknowledgment of what the brand embodies, but in addition requires an understanding of how best to reach the appropriate audience. Consumers of Yale merchandise are global and diverse. Therefore, an awareness of what ideas and messages most appropriately convey the brand to these audiences is essential.



Yale Logo's & Word Marks



Yale University Logo and
Institutional Mark

The Yale logo embodies Yale's "identity" and assures audiences of a strong connection to the university. The Yale logo features a direct and confident "Yale" set in a modified version of the Yale typeface.



Athletic Mark
Bulldog with "Y"

Yale became the first university to adopt a live mascot in 1889 with the purchase of a Bulldog by a student. The Bulldog became known as "Handsome Dan". Here the Yale Bulldog is depicted in front of a "Y" in a bold collegiate font.

Yale Logo's & Word Marks

YALE



Yale Logo's & Word Marks



YALE BULLDOGS

Yale University

Yale Vintage Logos



EST. 1701



Yale University

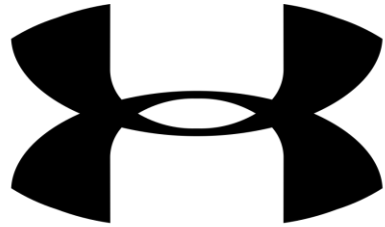
Licensing at

Yale

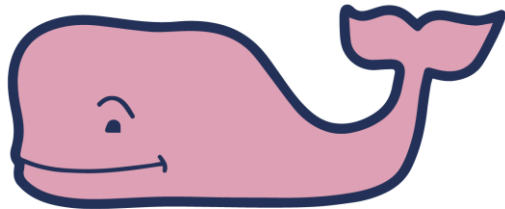
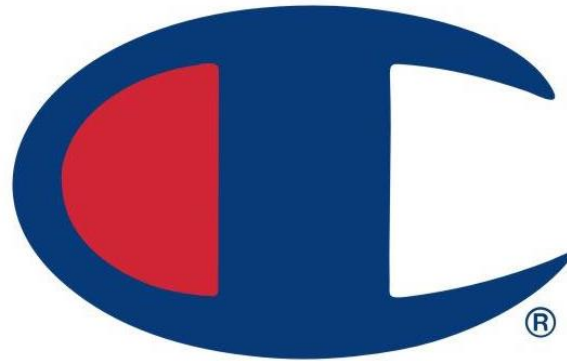
- At Yale we are committed to working with licensees that **share our vision of product excellence**, which speaks to the rich traditions of this university.
- Our **global approach** to licensing includes working closely with each partner, to help ensure their Yale experience is **mutually successful** for the university and licensee.
- As a Yale licensing partner, you have **access to one of the most prestigious universities in the world**, including a vast array of materials that are sure to inspire.

Yale Licensing in the United States

- Currently Yale has over 160 domestic licensees, some of our most prominent include:



UNDER ARMOUR



vineyard vines



lululemon



Yale Licensing in the United States

- Until recently Yale licensed products were found primarily through Barnes & Noble, who is licensed to manage the Yale bookstore (one of the top 10 performing collegiate bookstores in the United States) and corresponding e-commerce site.
- The Yale brand is now growing nationwide through such well know retail partners as:

Neiman Marcus

PACSUN

B A R N E Y S
N E W Y O R K


Fanatics

DICK'S
SPORTING GOODS.

FOREVER 21

Yale Licensing Around the World

- In 2017 Yale completely revamped its Licensing structure globally and brought in a new team of international agents to help market and grow the Yale brand.
- Yale Agent Partners now include:

CPLG (London)- Europe, Middle East & Russia

Maxx Marketing/Licensing Matters (Hong Kong) - China

UNI Diversified (Tokyo) – Japan, Korea, South East Asia

Warrington Management (Toronto) - Canada

Yale Licensing Around the World

- Our revised global agent structure has resulted in licensing programs with such well known **international names** as:



(Japan)

ZARA

ck
Calvin Klein

Yale International Licensing Strategy

“Best” – grow Yale at upper price points through premier, “step up” Licensing partners, to create an “umbrella” for the brand.



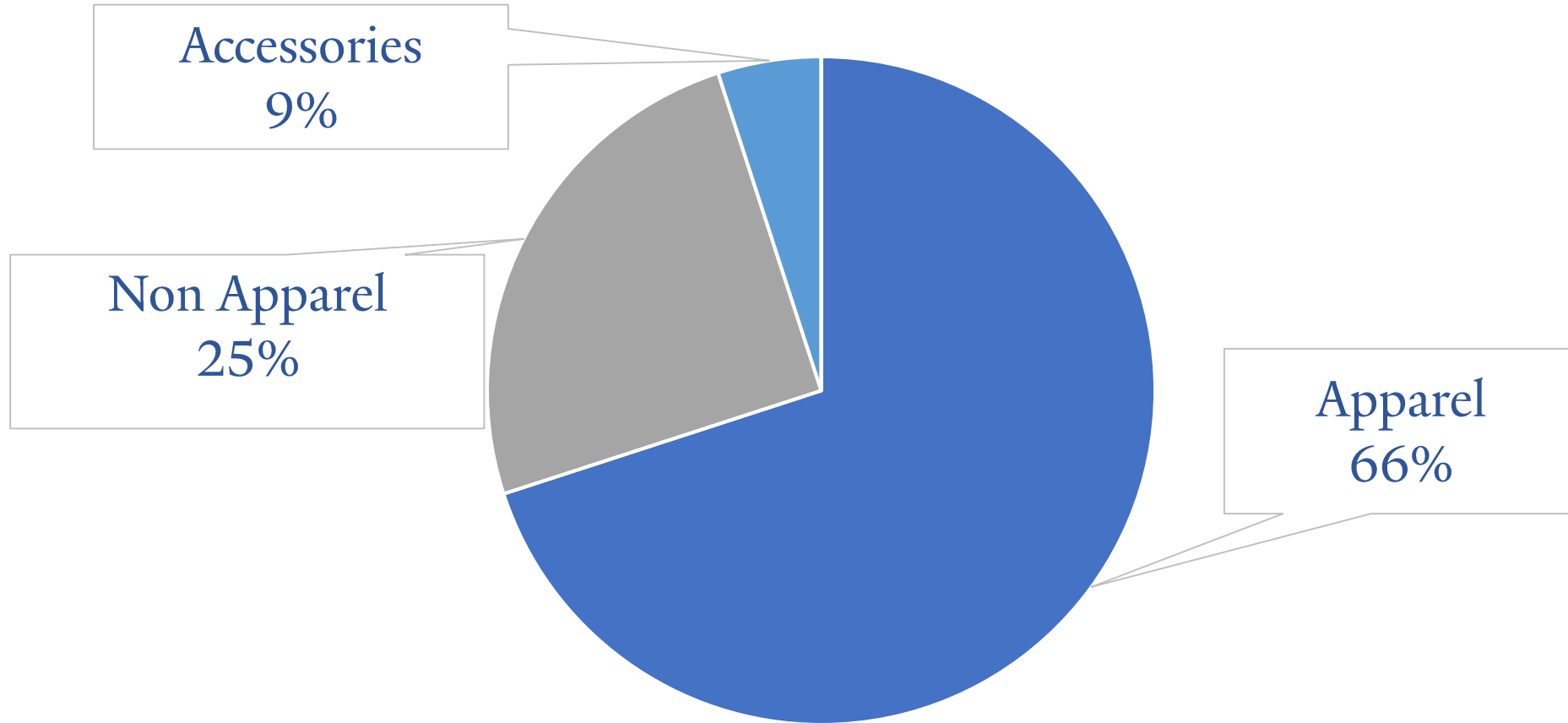
“Fast Fashion” – grow Yale brand with more fashion forward Licensing companies & retailers to appeal to the millennial consumer.



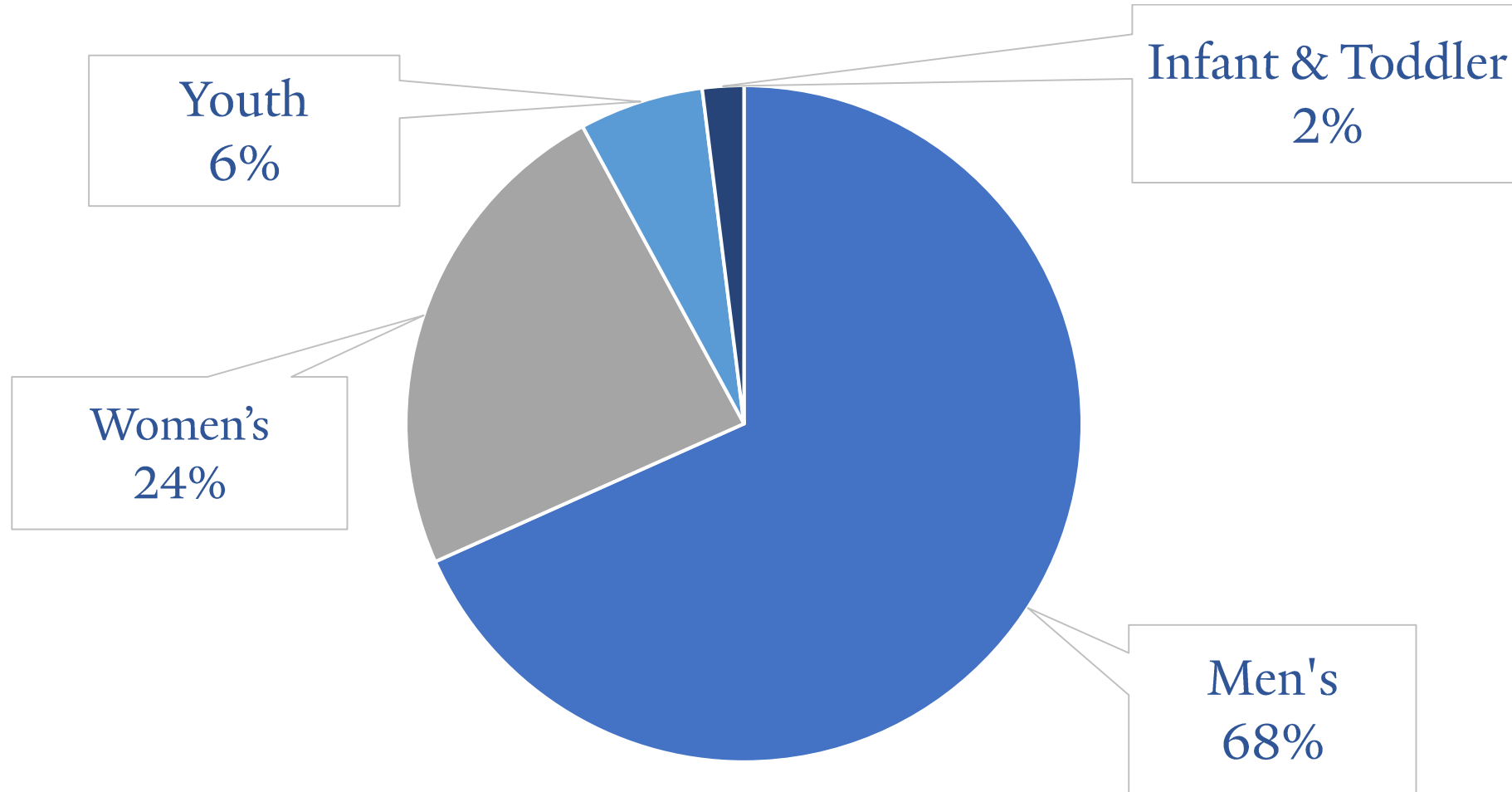
“Good” – target select “opening price point” retailers to help insure the Yale name is available to everyone.



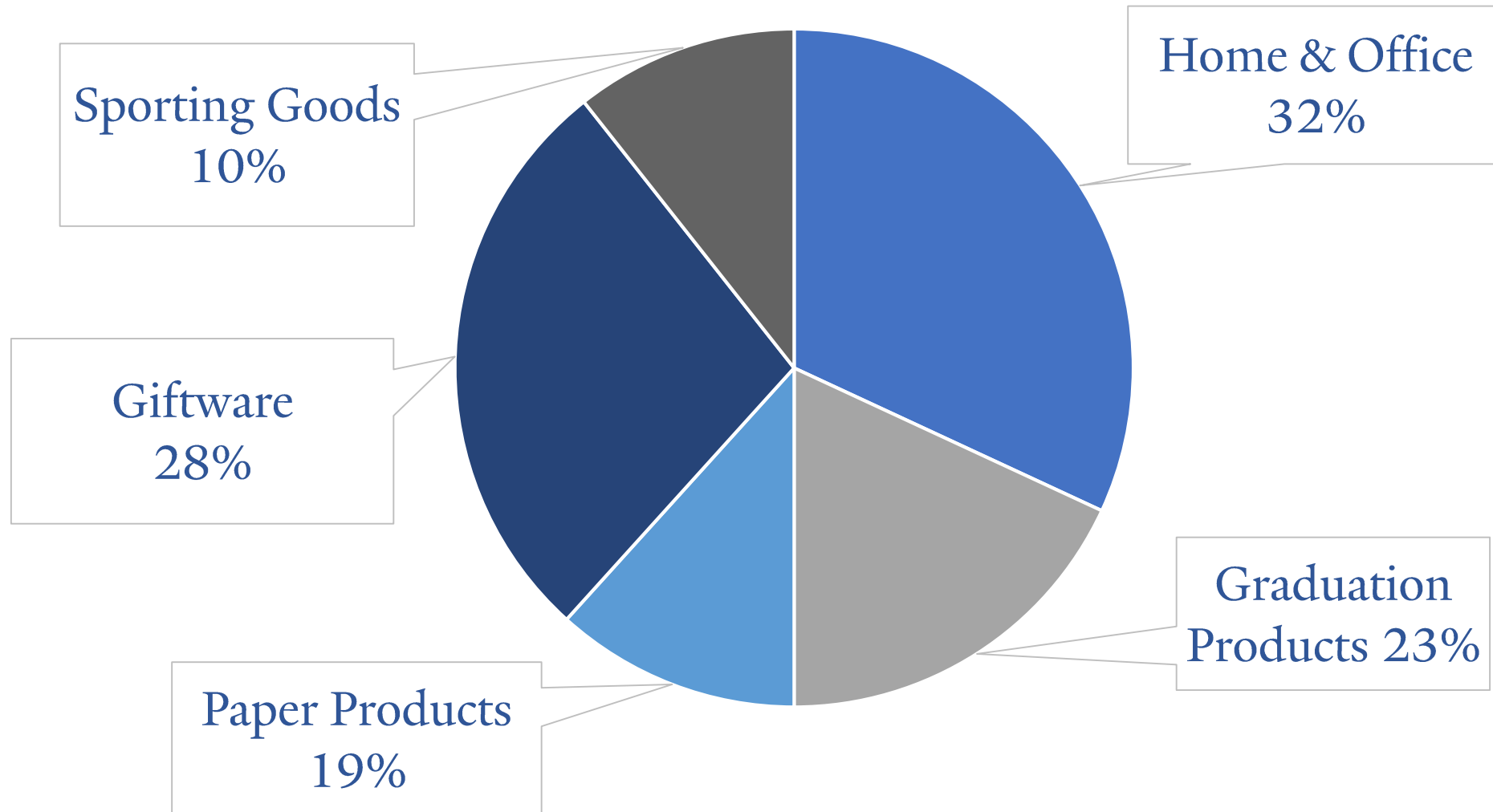
Yale Licensing Business Breaks Down



Yale Licensing Apparel Business Breakdown



Yale Licensing Non-Apparel Business Breakdown



Yale Licensing Program

lululemon 



Yale Licensing Program



FOREVER 21



Yale Licensing Program Calvin Klein



Yale Licensing Program

ZARA



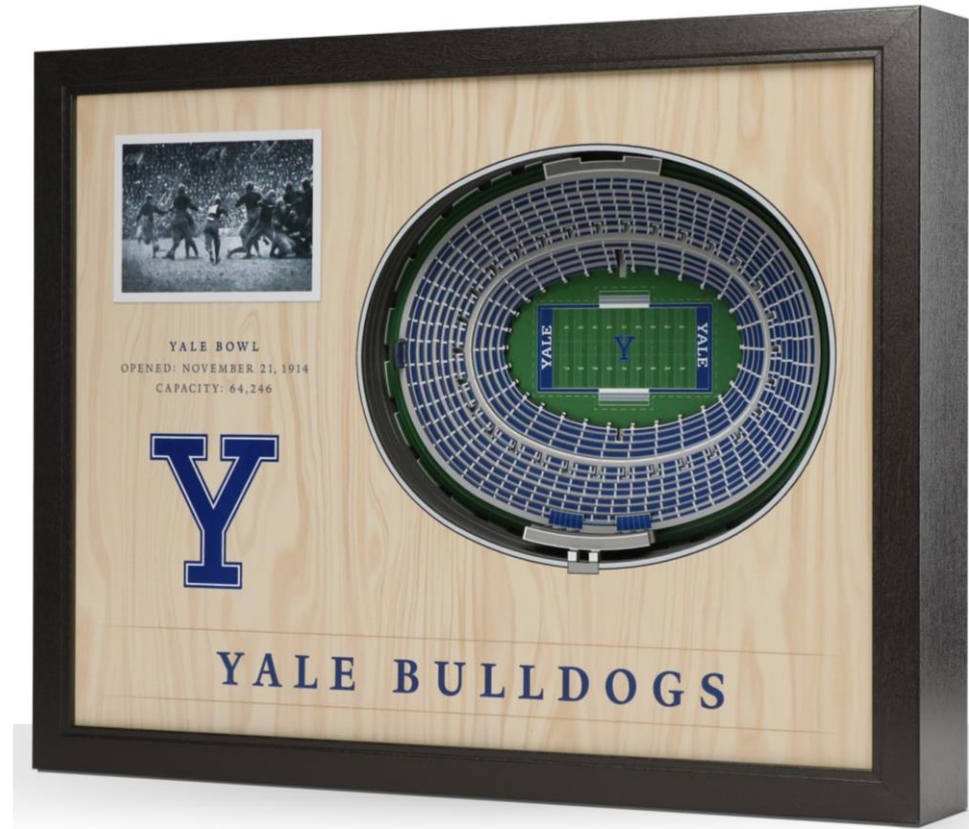
Examples of Yale Men's Licensed Products



Examples of Yale Women's Licensed Products



Examples of Yale Non Apparel Licensed Products



Examples of Yale Non Apparel Licensed Product



Examples of Yale Accessory Licensed Products



What Does a Yale Licensing Program Offer?

- An “evergreen”, coveted brand, recognized across the globe as one of the finest learning institutions in the world.
- Access to a wide range of intellectual property that has application to many product types.
- Local territorial representation to quickly meet the needs of each licensing partner.
- An engaged Yale management team dedicated to the success of the licensee and brand.

Thank You
for Your
Interest

