

Use of Cornell Logo, Name & Insignia

The purpose of this policy is to advise schools, units and organizations of procedures for processing orders that involve the use of Cornell's name, logos, trademarks, insignia, or nicknames on items such as T-shirts, mugs, hats, memorabilia, and other clothing and products.

“Most major colleges and universities, including Cornell, have a licensing program that regulates the use of school names, trademarks, insignias, Logos, etc. on merchandise produced for use by college and university units and students groups, or the sale on and off campus. Cornell participates in national and international licensing programs administered by the Collegiate Licensing Company (CLC). These programs prevent bootlegging and insure that Cornell names and artwork are used on only those products approved by the University.”

The User/Unit/FTC/BSC is responsible for getting approval from Cornell's Office of Communications, which is the responsible entity for approving and screening requests for logo approval. You may also visit the website, <http://cornelllogo.cornell.edu/> for guidelines on using the Cornell logo or insignia, or to acquire a copy of the approval form.

Any club, organization, or university department that wishes to use the Cornell name or artwork on novelty items such as mugs, pens, shirts, etc. must obtain written approval from the Student Activities Office. The Cornell Name and Artwork website (<http://dos.cornell.edu/sleca/event-planning/use-of-cornell-name-logo-artwork>) which explains the procedure and allows you to download the appropriate form. This form is available electronically at <http://dos.cornell.edu/sites/dos.cornell.edu/files/sleca/documents/Use-Cornell-Logo.pdf>.

For your request to be approved, you must select a manufacturer that is licensed by Cornell University or the Collegiate Licensing Company. A list of licensed manufacturers is available from the Student Activities Office, 521 Willard Straight Hall, the Office of University Communications, 308 Day Hall or can also be found online at http://cornelllogo.cornell.edu/downloads/Licensed_Companies.pdf or <http://cornelllogo.cornell.edu/list.cfm>.

Please do not attach the approval form to the requisition. You may mention that you have approval from the Office of Communications in the “Department Notes” section of the requisition.

- A separate request form must be submitted for each manufacturer selected. Because your signature and artwork are required, this request must be submitted in writing.
- Once approved, a copy of this form and artwork must be presented to the manufacturer before the items can be ordered.
- Please note that an approved design will not require subsequent review and approval provided a licensed manufacturer is used and there is no change in the design.
- Generally, approvals will not place limits on the quantity of goods to be produced.

Buying Manual

Subject: Purchases with Special Procedures

Title: Use of Cornell Name, Logo & Insignia

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If you have any questions or need assistance, contact:

General logo questions: identity@cornell.edu or 607-255-1167

Web guidelines and graphics: identity@cornell.edu or 607-255-3854

Audio visual guidelines: tv33@cornell.edu or 607-254-3369

Merchandise guidelines: ffp1@cornell.edu or 607-255-1573