

Guidelines for using University of Cincinnati trademarks

UC's trademarks may not be altered in any way.

UC trademarks may not be used in conjunction with the name or trademark(s) of any other entity without the prior written permission of that entity and the university. If permission is granted by the Office of Trademarks and Licensing to use both UC's trademark and another party's trademark, the trademarks must be distinct and separate from each other, and UC's trademarks must not be overshadowed or diminished in any way in comparison to the other entity's trademark. Approval of any such dual use of UC's trademarks will be limited to instances where there is a compelling institutional priority for allowing such a use.

UC trademarks may not be used in any manner that suggests or implies University of Cincinnati's endorsement of other organizations, companies, products, services, political parties or views, or religious organizations and beliefs.

UC's trademarks may not be used in any way that discriminates or implies discrimination against any persons or groups based on age, ancestry, belief, color, creed, disability, national origin, race, religion, sex, sexual orientation, or veteran status, or in any other way that would be a violation of UC's anti-discrimination policies or practices.

No one other than the University of Cincinnati may claim copyright or trademark rights or seek to register any design that uses University of Cincinnati trademarks.

All uses of UC trademarks on products will incorporate the appropriate trademark designation symbols (i.e., ® or ™).

The University of Cincinnati will not approve the use of UC trademarks in connection with products or designs that present an unacceptable risk of liability or could be harmful to the mission or image of the institution. Some of these include, but are not limited to the following:

- **Products that could be used to injure or kill**
- **Alcohol products**
- **Tobacco-related products**
- **Illegal drug-related products**
- **Sexually suggestive products or language**
- **Art depicting or implying the use or endorsement of**
 - illegal drugs
 - tobacco products
 - firearms or other weapons
 - racist, sexist, hateful, demeaning or degrading language or statements
 - profanity
 - sexual acts
 - statements impugning other universities

Approval process

1. Begin the process early to allow for sufficient time reservations.
2. Send an email to the Director of Trademarks and Licensing, **Martin Ludwig**, at martin.ludwig@uc.edu. Include the following information: your department/organization, requestor's name, email address, and telephone number.
3. Complete and return the form which will be sent to you by the Director of Trademarks and Licensing (UC Licensing Internal Request Form).

Approval to use a UC trademark (for example on a t-shirt) does not constitute approval to use the trademark again, or in connection with any other item, or to change the design in any way, without seeking additional approval.

Trademarks and Licensing
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TRADEMARKS & LICENSING

INFORMATION GUIDE



University of Cincinnati TRADEMARKS & LICENSING

The University of Cincinnati Board of Trustees has established a licensing program to protect the name and identifying marks of the university and to prohibit the unauthorized use of university marks on commercial or other products. UC owns and controls its name(s) and other marks, logos, insignias, seals, designs, and symbols that have become associated with the institution.

Additionally, in order to comply with and assure protection under federal, state, and international trademark laws, the University of Cincinnati is required to monitor and control all uses of its trademarks. Unauthorized use of UC trademarks is subject to civil and criminal penalties. The university reserves the right to take appropriate action when confronted with unauthorized use of its trademarks. Such actions may include confiscation of the goods, financial penalties, and legal action.

What are UC's trademarks?

UC's trademarks include the words University of Cincinnati, Cincinnati, Cincinnati Bearcats, and Bearcats. In addition to those words, UC trademarks include: the institutional logo (interlocking UC symbol with words University of Cincinnati), UC symbol (interlocking UC by itself), the C-Paw, the Bearcat mascot, the Bearcat eyes, the official seal of the University of Cincinnati, and the merchandise seal of the University of Cincinnati.

The purpose of this policy is to provide information and guidelines to the University of Cincinnati community regarding the use of UC's trademarks. UC's Trademarks and Licensing program is administered by the Director of Trademarks and Licensing in partnership with the Collegiate Licensing Company (CLC).

For guidance, contact the Director of Trademarks and Licensing. Exceptions granted by the Director of Trademarks and Licensing do not constitute a change in policy.



PRIMARY INSTITUTIONAL MARK	
<p>The logo must be surrounded by "safe space" equal to half the size of the symbol.</p>	
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ALTERNATE INSTITUTIONAL MARK	
<p>ONLY APPROVED WHEN LOGO WILL ABSOLUTELY NOT WORK</p> <p>The logo must be surrounded by "safe space" equal to half the size of the symbol.</p>	

SCHOOL COLORS	
PANTONE 186	PANTONE 186
PANTONE PROCESS BLACK	PANTONE PROCESS BLACK
PANTONE COOL GRAY 11	PANTONE COOL GRAY 11
PANTONE 4655	PANTONE 4655
PANTONE 132	PANTONE 132
WHITE	WHITE

The official colors for the University of Cincinnati are red and black (Pantone® 186 -Red and Pantone Process Black as noted above). We use White as an accent color to help provide contrast for our primary colors. If our primary colors are not used, then the logos should be printed in all white or all black (whichever offers the best contrast).

Secondary colors are also noted above as reference for the correct Pantone colors to use for the applicable marks shown on our artsheets (both athletic and institutional).

Our marks may be used as noted in the guidelines. Placing anything on top of or interfering with the marks is prohibited (i.e. the Institutional Mark must have sufficient safe space around it, and the C-Paw must be shown in its entirety).

SCHOOL SEALS	
MERCHANDISE SEAL	



Policy for internal use of UC trademarks

All uses of UC's trademarks on products require prior approval from the Office of Trademarks and Licensing, even if the proposed uses do not involve the sale of a product, e.g., promotional items for conferences or meetings, items for fundraisers, items for giveaways, gifts, etc.

UC departments, groups, and registered student organizations may not assign rights or otherwise grant permission to any other entity for use of UC's trademarks for any purpose without prior review and approval by UC's Office of Trademarks and Licensing.

Internal use is defined as:

Items bearing UC logos purchased by campus departments with university funds **for departmental use only**.

As noted in the Branding Standards, only the Department of Athletics and officially recognized student groups are permitted to use athletic marks; therefore, except for those constituents, all other departments may only use the institutional identity and must reference the campus event in the design for which the product is being purchased (i.e., items purchased for conferences or department-specific activities)."

To ensure that designs are approved and appropriate vendors are used, departments are now required to submit a completed internal request form to the Office of Trademarks and Licensing in order to receive a purchase order from Purchasing. Lists of approved vendors are available on the Trademarks and Licensing Web site at www.uc.edu/licensing under the licensee section.

Requirement to use licensed manufacturers

All products bearing UC's trademarks must be purchased from companies licensed by the University of Cincinnati.

There are over 200 companies officially licensed by the University of Cincinnati through our agent (the CLC) to manufacture products which bear UC's trademarks.

UNIVERSITY SYMBOL		UNIVERSITY FLAG