FAQ’s

What do you do?
We preserve the goodwill and reputation of the university by protecting its brand marks.

How do you do that?
We monitor the university’s brand when it’s used on a wide array of items (for sale and not), for sponsorships with outside organizations, commercial photography, filming on campus, etc.

What does the brand include?
Anything with UC’s logos, colors, fixtures on campus, trademarks, etc., that connect to the university. Examples:
- Abbreviation “UC”
- The word “Cincinnati”
- Combo of black & red

DID YOU KNOW?
For the 2016-2017 school year, 44,338 students are enrolled in 236 programs of studies across eight campuses.

HAVE ANY QUESTIONS?
- uc.edu/licensing
- licensing@uc.edu
- (513) 558-1063

FIRST ANNUAL COLOR SCHEME SCHEDULES PUBLISHED

In anticipation of the 2016-2017 football season, UC Athletics planned individual color schemes for each game to encourage fans to unite in game day spirit.

Licensing worked with CLC to create a full color scheme schedule featuring the game day graphics. The posters included the game graphics, full game schedule, and athletics social media accounts and hashtags.

Local retailers were given postcards of the graphic to hand out as well as paper posters to post in stores. University groups also had access to the posters to hang across campus.

TAILGATE TERRACE PLAYS HOSTS TO LICENSING

Started in 2013 by the Licensing Office, an exclusive area of the stadium has been used to connect with constituents by showcasing the university.

This year at each home game, the office has focused on enhancing relationships with licensees, retailers, fans, university employees, and social media influencers.

UC CELEBRATES NATIONAL COLLEGE COLORS DAY

Together with the university’s licensing agent, the Collegiate Licensing Company (CLC), marketing messaging was posted on both the university and athletics social media accounts.

The initiative promoted Bearcats spirit and encouraged fans to post photos of their black and red on Facebook, Twitter, and Instagram.

The university also partnered with former Bearcats football player, Travis Kelce, who tweeted about his support of the initiative.

Kelce currently plays for the Kansas City Chiefs and is the star of the E!’s new reality show, “Catching Kelce.”

WELCOME WEEK GIVEAWAYS PROMOTE NEW UC MERCHANDISE

In the effort to showcase newly licensed merchandise, Licensing worked with University Communications during Welcome Week to post social media contests for unique non-apparel items.

The seven tweets generated over 65,000 impressions and had over 5,000 engagements.

The products included SKICKS shoes, a Vera Bradley wristlet, a Hover Helmet, and an Alma Mater Designs pillow.