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

**Munoz Brañdz**
8919 Rossash Rd.
Cincinnati, OH 45236
Contact: Jon Zwitt
Phone: (513) 744-4048
Fax: (513) 233-7979
Email: jon@munozbrandz.com

**Proforma Albrecht & Co.**
3975 Port Union Blvd.
Fairfield, OH 45014
Contact: Kate Gottschalk
Phone: (513) 543-5409
Email: kgotts@albrechtco.com

**Smile Promotions**
PO Box 8122
Bloomington, IN 47407
Contact: Rula Hanania
Phone: (812) 323-9290
Fax: (800) 353-2608
Email: rhanania@smilepromotions.com

**Touchstone Merchandise Group**
7200 Industrial Row Rd.
Mason, OH 45040
Contact: Justin Warren
Phone: (513) 383-2631
Email: uc@tmgideas.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

3. 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™
- UC™
- Cincy™
- Nippert Stadium™
- Fifth Third Arena™
- Shoemaker Center™
- #HottestCollegeinAmerica™
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.

Club Ice Hockey
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 sentence or headline
- Altering the logo; modifying the type; not preserving proportions
- Applying a drop shadow
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 alternate logos 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 laura.driscoll@uc.edu for more details.

Needs Sponsorship Approval
Questions?

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

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Cincinnati, OH 45221-0046  
Phone: (513) 556-9151  
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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.