

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

UNIVERSITY OF
Cincinnati.



BEARCATS



CINCINNATI
BEARCATS



UNIVERSITY OF
Cincinnati.
Alumni Association



UC Health.



CINCINNATI

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 alumni
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

Proforma Albrecht & Co.

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

Touchstone Merchandise Group

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

Munoz Brañdz

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

Smile Promotions

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



The ® symbol designates that the mark is officially registered with the United States Patent and Trademark Office (USPTO)

The ™ 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

 UC Health.



Word Marks

- CincinnatiTM
- UCTM
- CincyTM
- Nippert StadiumTM
- Fifth Third ArenaTM
- Shoemaker CenterTM
- #HottestCollegeinAmericaTM

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.

UNIVERSITY OF
Cincinnati

UNIVERSITY OF
Cincinnati

UNIVERSITY OF
Cincinnati

UNIVERSITY OF
Cincinnati

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.



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.

Laura Driscoll

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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.