

Buying Manual

Subject: Purchases with Special Procedures

Title: Use of Cornell Name, Logo & Insignia

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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 student groups, or the sale on and off campus. Cornell participates in national and international licensing programs administered by Exemplar Associates. These programs prevent bootlegging, protect laborers in production of goods worldwide, and ensure that Cornell names and artwork are used consistently on only those products approved by the University.”

The User/Unit/BSC is responsible for getting approval from Cornell's Office of Brand Communications, which is the responsible entity for approving and screening requests for logo approval. You may also visit the website, <http://brand.cornell.edu/> for guidelines on using the Cornell logo or insignia, or to submit an approval request in the online tool.

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 follow the process for approval by the Student Activities Office. The Cornell Name and Artwork website (<https://scl.cornell.edu/get-involved/campus-events/merchandise-approval>) which explains the procedure and directs you to submit the appropriate approval request form. Request for approval can be submitted directly at <https://brand.cornell.edu/brand-forms/forms/>.

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 <https://brand.cornell.edu/downloads/merchandising/licensed-manufacturers.pdf>

- **Please attach the approval form to the I Want document or requisition.** A separate request form must be submitted for each manufacturer selected. Because our signature and artwork are required, this request must be submitted in writing.
- Once approved, a copy of the approval 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.

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 607-255-7117
- Merchandise guidelines: ffp1@cornell.edu or 607-255-1573