

Guidelines for Licensees

August 2024

The Cornell University consumer products trademark licensing program is intended to promote, regulate and protect the use of Cornell's names and identifying marks. The program is administered by the University Relations office in partnership with Exemplar Associates.

Any person, organization or corporation wishing to produce a product using or containing any of the marks of the University, or to provide a service that will use the marks, must enter into a licensing agreement that authorizes such use. Only officially licensed, approved vendors may produce items bearing Cornell's marks. All designs must be submitted for review and approval prior to being produced.

Location: Ithaca, NY

Established: 1865

GENERAL USAGE GUIDELINES:

TM and ® indicia should not be used on licensed products.

For much more about the Cornell brand, please visit <http://brand.cornell.edu/>

Use of the following words or phrases on licensed products is subject to the same approval process as logos:

Cornell University

Cornell Big Red

All of the College, School and Program names on pages 4 and 5

Color Standards:

Cornell Red Pantone 187c

C: 0 R: 170
M: 100 G: 20
Y: 79 B: 45
K: 20

Madeira : 1181
RA: 2472

Black

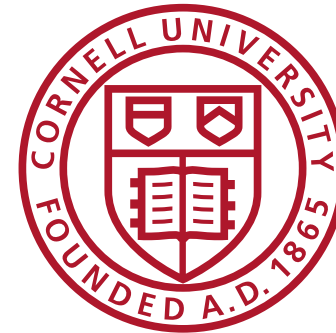
C: 0 R: 0
M: 0 G: 0
Y: 0 B: 0
K: 100

Madeira: Black
RA: Black

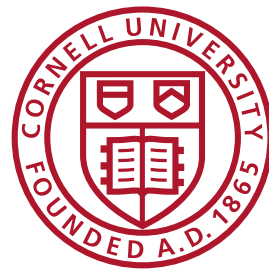
University Logos All artwork included in this guide is the property of Cornell University and may not be altered under any circumstance.

Cornell University

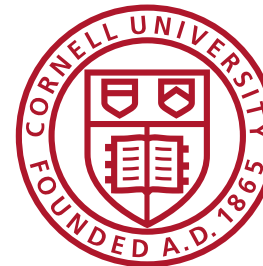
101_COR Wordmark



102_COR Seal



Cornell University



Cornell University

103_COR Lockup

Athletic, Spirit and Retro Logos All artwork included in this guide is the property of Cornell University and may not be altered under any circumstance.



201_COR Block C

The Block C logo is for Athletic branded products only, and should not be used in conjunction with other marks in this guide, except for logos 202 and 204. As examples, the Block C may be used with "Cornell Big Red", but the Block C may not be used with "Cornell University", "Cornell Alumni", or "Established 1865", and so on.

CORNELL

202_COR Athletic Wordmark



The C Bear logo functions as a spirit mark and may be used in conjunction with "Cornell University", "Cornell Alumni", and other wording as approved by Cornell Licensing. PMS 4635c & PMS 469c

203_COR C Bear



Use of the Retro Bear marks will be very limited.

301_COR Retro Bear C



Use of the Retro Bear marks will be very limited.
















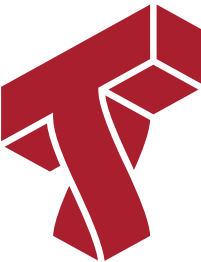



302_COR Retro Bear Head

**CORNELL
LACROSSE**

Versions are available for all Athletic programs and varsity sports.

204_COR Sport Marks

College and School Logos All artwork included in this guide is the property of Cornell University and may not be altered under any circumstance.

 <p>Cornell CALS College of Agriculture and Life Sciences</p> <p>401</p>	 <p>Cornell AAP Architecture Art Planning</p> <p>402</p>	 <p>The College of Arts & Sciences</p> <p>403</p>	 <p>Cornell Bowers CIS College of Computing and Information Science</p> <p>404</p>
 <p>Cornell SC Johnson College of Business</p> <p>405.1</p>	 <p>Dyson Cornell SC Johnson College of Business</p> <p>405.2</p>	 <p>Johnson Cornell SC Johnson College of Business</p> <p>405.3</p>	 <p>Nolan Cornell SC Johnson College of Business</p> <p>405.4</p>
 <p>Cornell Engineering</p> <p>406</p>	 <p>Graduate School</p> <p>407</p>	 <p>Cornell Human Ecology</p> <p>408</p>	 <p>ILR School</p> <p>409</p>
 <p>Cornell Law School</p> <p>410</p>	 <p>CORNELL UNIVERSITY Library</p> <p>411</p>	 <p>Cornell Brooks Public Policy</p> <p>412</p>	 <p>413.1</p>
 <p>CORNELL TECH</p> <p>413.2</p>	 <p>College of Veterinary Medicine</p> <p>414</p>	 <p>Weill Cornell Medicine</p> <p>415</p>	

Program Logos All artwork included in this guide is the property of Cornell University and may not be altered under any circumstance.

