Merchandise Brand Guidelines
Carnegie Mellon University

The following guidelines clarify how and when to use the official and unofficial Carnegie Mellon University wordmarks on merchandise. For details about using these wordmarks on other marketing materials (brochures, business cards, letterhead, etc.) see the Official Brand Identity Guidelines at www.cmu.edu/marcom/brand-guidelines.

The graphics with “Carnegie Mellon University” and “CMU” are official as of FY2009. While “Carnegie Mellon” will be permitted, on approved merchandise, the new version with “University” is preferred.

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I. Official University Graphics

USE OF “CARNEGIE MELLON UNIVERSITY” GRAPHICS

- “Carnegie Mellon University” is the preferred wordmark for the university. It can appear horizontally or vertically (i.e., on the spine of a binder or shirt sleeve). Avoid curves, arcs or diagonal placement.

**Carnegie Mellon University**

- Use the three-line stacked version for unique placement requirements.

**Carnegie Mellon University**

- The two-line stacked version may be used for full front chest placement and can be used on other items as long as they are approved by the Trademark Licensing Office.
- This version is only used for a limited number of licensed merchandise in the University Store.

**Carnegie Mellon University**

- Students, faculty and other campus groups may use these marks for their items.
- When using the official marks, official school colors must be used for both the mark and the item.
- The official “Carnegie Mellon University” wordmark may be used in an arc on baseball caps only.

USE OF “CARNEGIE MELLON” GRAPHIC

- Students, faculty and other campus groups may use “Carnegie Mellon” for their merchandise.
- The official wordmark for “Carnegie Mellon” can appear horizontally or vertically (i.e., on the spine of a binder or shirt sleeve). Avoid curves, arcs or diagonals.

**Carnegie Mellon**

USE OF “CMU” GRAPHIC

- The acronym “CMU,” either in the official or unofficial version, can only be used for merchandise. It cannot be used for anything other than licensed apparel and products sold at retail.

**CMU**

- The “CMU” wordmark cannot be used by itself. It must always be placed with the “Carnegie Mellon University” wordmark somewhere on the apparel/product. “CMU” cannot be used with the “Carnegie Mellon” graphic.
- Students, faculty, staff and other groups on campus may use “CMU” for merchandise as long as it’s accompanied by the trademarked “Carnegie Mellon University” wordmark.
OFFICIAL UNIVERSITY SEAL

The official seal of Carnegie Mellon University from 1967 was originally reserved for only official documents, including diplomas, presidential and trustee minutes or other legal, academic or official university documentation — or on the highest awards or certificates.

The seal can now also be used for FORMAL occasions and formal products, including items for commencement, specific gift items in brass, silver or pewter, appropriate clothing (sports coats), stationery and other items. DO NOT use the official seal in combination with the wordmark. If an item is in question, please contact Marketing Communications at marketing-info@andrew.cmu.edu or the Trademark Licensing Office. Please contact Creative Services at commdesign-photog@andrew.cmu.edu to obtain the official seal graphic.

The Official Seal: 4-color, 1-color

4-color version

1-color version greater than 2 inches
If the one color seal is used two inches or greater in diameter, Carnegie Mellon University appears in a bolder font.

1-color version less than 2 inches
If the one color seal (shown here in pms 187) is used at a diameter less than two inches, Carnegie Mellon University appears in a lighter font.

One-color version can be printed in black, PMS 187-red, Metallic PMS 877-silver and 873-gold.
Ideal for embossing and foil stamping.

White version reversed out of a background
When reversing the seal out of a color or black background, do not use the 1-color (black) version; always use the reversed (white) version.

Only reverse out on black, PMS 187-red or gray.
USE OF MASCOT GRAPHICS

When using either the primary or secondary Scotty Dog Mascot logos:

• Keep all of the elements together (“Carnegie Mellon University,” “Tartans,” the shield and the Scotty Dog mascot).

• The word “Tartans” can be used as an option for insertion onto a second location. The “Tartans” wordmark must be the same wordmark that is part of the Scotty Dog mascot graphic.

• Do not use an official or unofficial wordmark for “Carnegie Mellon University” or “CMU” in addition to the mascot graphic.

• Student, faculty and other campus groups can use the mascot graphic with their own group/organization name. However, when used in conjunction with another graphic (i.e., club or event), the mascot graphic must be placed on a different section of the product. For example, if the Scotty Dog mascot logo is on the front of a T-shirt, the additional logo must be placed on the back or the sleeve.

• Do not change the color of the Scottish Terrier (dog image); it should always be black and never reversed to white.

The campus community can access the mascot official graphics and guidelines at www.cmu.edu/mascot.

DESIGN PLACEMENT

• There must be some space around official graphics so that nothing is touching or overlapping the official marks (i.e., a design element such as flowers or another logo).

• Multi-process around “Carnegie Mellon University,” “Carnegie Mellon” and “CMU” official marks is acceptable.

• Official or unofficial logos cannot appear on lingerie.
SIZE / VISIBILITY

- The size of the mark must be large enough to be legible.
- When embroidered, a product sample/sew out may be required upon trademark/licensing discretion.
- For the university’s Official Brand Identity Guidelines, visit www.cmu.edu/marcom/brand-guidelines.

II. Unofficial University Graphics

- “Carnegie Mellon University,” “Carnegie Mellon” and “CMU” can be created in any treatment, style and font when using the official name and acronym of the university.
- An unofficial “CMU” mark cannot be used by itself; the official “Carnegie Mellon University” wordmark must be used somewhere on the apparel or product.
- The school name, “Carnegie Mellon” remains a protected registered trademark with the United States Patent and Trademark Office regardless if it is in an official wordmark style or unofficial style.
III. Campus Organization Merchandise

Following are the guidelines for promotional products for official student, faculty or staff organizations:

**USING OFFICIAL GRAPHICS**

- The “Carnegie Mellon University” and “Carnegie Mellon” wordmarks cannot be locked up with your group name or logo.
- Each college, department and center has a unitmark, this should be used as your graphic. If you do not have a unitmark please contact Creative Services at commdesign-photog@andrew.cmu.edu.
- The official “Carnegie Mellon University” graphic must be used with the official “CMU” graphic.
- When using an official graphic it is required to use a licensed supplier and obtain approval for the design from the Trademark Licensing Office.
- Both the graphics and garments must be in the official school colors (cardinal, gray, black and white).
- The official Scotty Mascot graphic can be used. Other images or drawings of a dog in combination with this graphic are not permitted. The official mascot graphic cannot be redrawn.

**USING UNOFFICIAL GRAPHICS**

- Students, faculty and other campus groups can use their group/organization name without the official wordmarks.
- “Carnegie Mellon University” and “Carnegie Mellon” can be included in an unofficial design or font on your item. “CMU” can be included in an unofficial design or font on your item but must be presented together with “Carnegie Mellon University.”
- Provide registered art to licensed vendors.
- Your group/organization name or logo can be used without the official graphics, however “CMU” cannot appear unless “Carnegie Mellon University” is also on the item.
- If groups on campus use their own name or logo without the official marks, official colors are recommended, but not required.
- You must use a licensed supplier when using our university name. To license a supplier, contact Jay Marano at 412-268-3904.
IV. Colors

COLOR PALETTES

Primary Colors: Cardinal, with black, gray, and white

![Color Palettes](image)

Tartan Colors: Cardinal, navy blue, green, and yellow; plaid graphic for official Tartan fabric

![Tartan Colors](image)

USING COLOR IN THE WORDMARKS AND MERCHANDISE

- Official wordmarks must be in one of the school’s primary colors (cardinal, gray, black, and white).
- The color of the merchandise/product that the official marks will be branded on must fall into one of these color categories: Primary palette, Tartan palette or a neutral color (including cream and tan/khaki). See chart above.
- Because of the requirement to use “Carnegie Mellon University” anytime “CMU” appears, the colors used for all the letters must follow the official color palettes.
- When ordering merchandise, keep in mind that cardinal (PMS 187) is a difficult color for a manufacturer to match. The color in a reorder may be slightly different from the first shipment. Do your best to select the best possible match.
- The colors of the mascot graphic must comply with the approved Mascot identity guidelines. These guidelines discuss in greater detail the various color combinations for the graphic itself and the acceptable colors of the product it is branded on. Only the school colors can be used for both. The mascot graphic can be branded only on merchandise that is one of the four school primary colors (cardinal, gray, black, and white).

Visit [www.cmu.edu/mascot](http://www.cmu.edu/mascot)