

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 new wordmarks on other marketing materials (brochures, business cards, letterhead, etc.) see the Official Brand Identity Guidelines at www.cmu.edu/marcom/brand-guidelines.

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

TABLE OF CONTENTS

I Official University Graphics	
Use of Carnegie Mellon University	2
Use of Carnegie Mellon	2
Use of CMU	2
Use of University Seal	3
Use of Mascot Graphics	3
Design Placement	4
Size / Visibility	4
II Unofficial University Graphics	4
III Campus Organization Merchandise	
Using Official Graphics	5
Using Unofficial Graphics	5
IV Colors	6

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.

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 new 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 official “Carnegie Mellon University” wordmark somewhere on the apparel/product. “CMU” cannot be used with the “Carnegie Mellon” graphic.
- Students, faculty and other groups on campus may use “CMU” for merchandise as long as it’s accompanied by the official “Carnegie Mellon University” mark.

USE OF UNIVERSITY SEAL



USE OF MASCOT GRAPHICS



Primary logos



Secondary logos

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

- Keep all of the elements together ("Carnegie Mellon," "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.

TARTANS



- Do not add the word "University" to the mascot graphic or any of its parts, including the wordmark, "Tartans", shield or dog.
- Do not use an official or unofficial wordmark for "Carnegie Mellon University" or "CMU" in conjunction with 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.

- Athletics is also still using the Tartans script graphic for certain applications.



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” wordmark 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 can be locked up with your group name or logo.
- The official “Carnegie Mellon University” graphic must be used with the official “CMU” graphic.
- Always use a licensed supplier and be sure to get approval of 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.

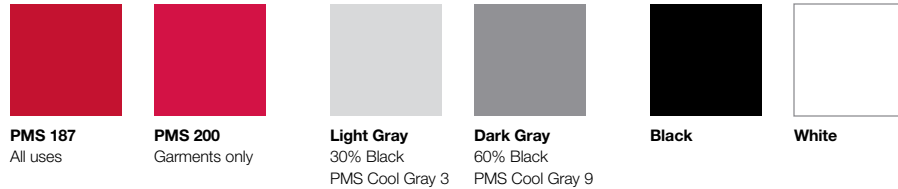
USING UNOFFICIAL GRAPHICS

- 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



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



Plaid Fabric

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 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)
- 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

Primary contact:

Jay Marano
Trademark Licensing Office
marano@andrew.cmu.edu
412-268-3904

Secondary contacts:

Cindy Briceland
University Store
cynthiah@andrew.cmu.edu
412-268-3465

Sophie Elias
Marketing Communications
selias@cmu.edu
412-268-9441