

Merchandise Guidelines

Carnegie Mellon University

Expressing and Protecting the Carnegie Mellon University Identity

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I. Official university graphics

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 Guidelines at www.cmu.edu/marcom/brand-standards/.

“Carnegie Mellon University” graphics

- “Carnegie Mellon University” is the preferred wordmark for the university. It can appear horizontally or rotated 90° (i.e., on the spine of a binder or shirt sleeve). Avoid curves, arcs or diagonal placement.

Carnegie Mellon University

Horizontal

Carnegie Mellon University

Stacked

- 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.

“Carnegie Mellon” graphic

- Students, faculty and other campus groups may use “Carnegie Mellon” for their merchandise.

Carnegie Mellon

- The official wordmark for “Carnegie Mellon” can appear horizontally or rotated 90° (i.e., on the spine of a binder or shirt sleeve). Avoid curves, arcs or diagonals.

“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 is reserved for 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 be used for **formal** occasions and formal products, including items for commencement, gift items, appropriate clothing (e.g., sports coats), stationery and other items. **Do not** use the official seal in combination with the wordmark. If an item is in question or you need to obtain the official seal graphic, please contact Sue Layton, Marketing & Communications brand manager, at 412-268-9523 or suel@andrew.cmu.edu.



4-color version

This is the official seal in full color.
Do not alter colors in any way.



1-color version **greater than 2 inches**

If the 1-color seal is used two inches or greater in diameter, Carnegie Mellon University appears in a bolder weight.



1-color version **smaller than 2 inches**

If the 1-color seal (shown here in PMS 187) is used at a diameter smaller than two inches, Carnegie Mellon University appears in a lighter weight.

The 1-color version can be printed in black, red (PMS 187), silver (metallic PMS 877) and gold (metallic PMS 873).

Ideal for embossing and foil stamping.



White version **reversed out of a background**

When reversing the seal out of a background, do not use the 1-color (black) version; always use the reversed (white) version. The seal should only be reversed out in white on red (PMS 187), black or gray.

Scotty Dog mascot graphics

PRIMARY SCOTTY DOG MASCOT GRAPHIC (FOUR-COLOR, ONE-COLOR)



SECONDARY GRAPHIC (FOUR-COLOR, ONE-COLOR)



When using either the primary or secondary Scotty Dog mascot graphic:

- 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.

TARTANS



- 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).
- Multiprocess 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 guidelines, visit www.cmu.edu/marcom/brand-standards/.

II. Unofficial university graphics

- “Carnegie Mellon University,” “Carnegie Mellon” and “CMU” can be created in any treatment, style and typeface 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.

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.
- Please do not create your own unitmark. Contact Sue Layton, Marketing & Communications brand manager, at 412-268-9523 or marketing-info@andrew.cmu.edu. Your official unitmark will be provided to you free of cost.
- 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.

Unofficial graphics

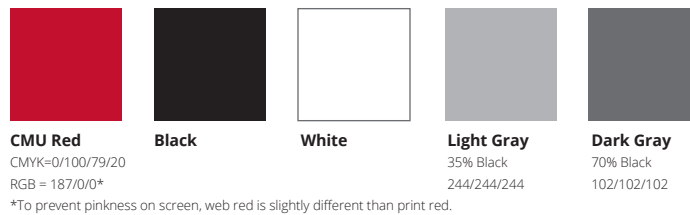
- Students, faculty and other campus groups can use their group /organization name without the official wordmarks.
- “Carnegie Mellon University” and “Carnegie Mellon” can be included in an unofficial design or typeface on your item. “CMU” can be included in an unofficial design or typeface on your item 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 John Marano, Trademark Licensing Office, at 412-268-3904 or marano@andrew.cmu.edu.

IV. Colors

Using a consistent color palette helps build awareness and recognition for Carnegie Mellon. Be sure to use Pantone Matching System (PMS) color values to assure exactly the right match.

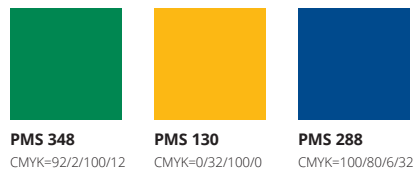
PRIMARY COLOR PALETTE

Our main color is CMU Red (CMYK=0/100/79/20, a press adjustment of PMS 187), accompanied by black, white, light gray (35% black) and dark gray (70% black). The official wordmark should appear only in, or reversed out of, these colors only.



TARTAN PLAID COLOR PALETTE

In addition to the primary colors, the Carnegie Mellon tartan plaid inspires a second set of official colors (for print only). The tartan color palette is most effective when used for background colors on event materials and merchandise.



OFFICIAL TARTAN PLAID

The Tartan Plaid (official university plaid) is a digital re-creation of the original wool tartan. It is the only version of Tartan Plaid approved for use in Carnegie Mellon material. Download the digital plaid at www.cmu.edu/marcom/brand-standards/downloads/.



(Fun note: Carnegie Mellon wool material on a spool and wrapping paper sheets are available in the bookstore.)

Color in 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).

IV. Downloads and contacts

Downloads

Official wordmarks, unitmarks and graphics, such as digital Tartan Plaid, are available, with an Andrew ID and password, for download at www.cmu.edu/marcom/brand-standards/downloads/. Do not alter these graphics in any way.

Official Scotty Dog mascot graphics and guidelines can be accessed at www.cmu.edu/mascot.

Contacts

TRADEMARKS AND LICENSING POLICIES

Please direct any inquiries to John Marano, Trademark Licensing Office, at 412-268-3904 or marano@andrew.cmu.edu.

- Refer to the Policy for Use of Carnegie Mellon trademarks at www.cmu.edu/policies/administrative-and-governance/use-carnegie-mellon-trademarks.html for assistance in conforming to proper licensing procedures.
- Do not infringe on other copyrights. Particularly when working with students or volunteers, be careful not to allow use of other trademarks or licensed images or treatments.

UNIVERSITY STORE

Mike Schiavone, University Store, 412-268-2966 or mschiavo@andrew.cmu.edu.

GRAPHIC DESIGN

Web & Creative Services (marketing-info@andrew.cmu.edu), a department of central Marketing & Communications, provides a full range of professional graphic services, from the design and production of print collateral to specialty products at a reasonable cost.

ALL OTHER INQUIRIES

For questions about any aspect of the university Brand Identity Guidelines, contact Sue Layton, Marketing & Communications brand manager, at 412-268-9523 or suel@andrew.cmu.edu.