

Carnegie Mellon University (CMU) Student Organization Standards for Use of Trademarks and Visual Identity

Overview

Student organizations are an important piece of Carnegie Mellon University culture. They represent a diversity of interests and skills and each student serves as a brand ambassador for our university when they wear their club clothing and gear. Each club is uniquely different, yet part of one university. With this in mind, the following standards must be adhered to by recognized clubs, organizations and student groups.

Reference CMU

Student organizations are not required to include reference to Carnegie Mellon University in their marketing and promotional materials. However, when they do, they have the option to use **official trademarks**, or simple **creative solutions that do not include official trademarks**. See below for the specifics of either option:

Option 1: Use of Official Trademarks

This option is strongly recommended for materials and merchandise that the organization plans to use outside of the CMU community. Use of official marks boosts recognition and reputation for both the organization and the university.

In the event a club chooses to use a University Trademark, they must follow the full requirements of the [Visual Identity Guidelines](#) and use a [licensed supplier](#). Before printing, the club must get approval of the design from the Trademark Licensing Office by contacting the director of the Trademark Licensing Office at 412-268-3904 or marano@andrew.cmu.edu. Allow 3 to 5 days for review, plus time for any revisions.

Here are a few highlights for students to remember:

(Refer to the [Visual Identity Guidelines](#) for definitions and details)

- **The [Wordmark](#):** This is the university's standard logo. Only use the [core university colors](#): black, grey, white, or red for the mark. The background must be black, grey, white, red or Tartan.

**Carnegie
Mellon
University**



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- **The Wordmark Square:** Use this when you want the wordmark but your merch is not a core color. You will need to print a minimum of 2 colors so that both the square and the wordmark are black, grey, white, red or Tartan.



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- **The Lettermark** (*The official "CMU" mark described in the visual identity guidelines*): The lettermark must be black, grey, white, or red. The Lettermark must be accompanied by other CMU references such as, the core colors, Tartan pattern, Scotty, the words Carnegie Mellon University, but can not be locked up to other official marks.



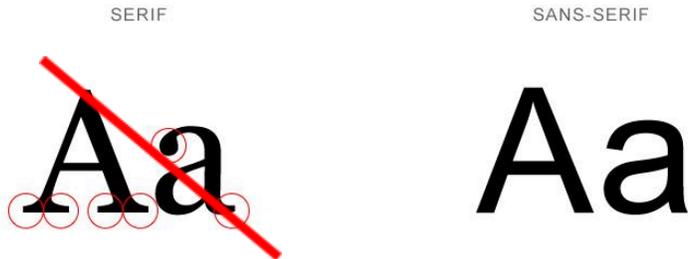
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- **Mascot Mark:** The Mascot Mark is not restricted to varsity athletics. All students can use the mark to convey the competitive nature of CMU. The Mark can not be modified in any way. The mascot must remain in the shield. Refer to the brand guidelines for details.



Option 2: Creative Solutions not using Official Marks

This option allows for creative flexibility and increased affordability.

- **Typography:** If an organization chooses not to use official marks, then 'Carnegie Mellon University' or 'CMU' must be set using a sans-serif typeface. This option is not limited to the four core colors and can be used on any color surface.



- **Scotty Illustration:** Illustrations of Scotty are permitted. The [Scotty silhouette found on the brand downloads](#) is preferred. Scotty's accessories and actions can be modified, however, Scotty must always be black. If a unique illustration is created, Scotty must clearly be a Scottish Terrier.

Creative designs must be submitted to the SLICE Office for review by emailing slicefinance@andrew.cmu.edu. Allow 3 to 5 days for review, plus time for any revisions. Creative designs must be produced by a [licensed supplier](#). Once submitted to the supplier, the design will be reviewed by Trademark Licensing Office.

