Trademark Guidelines for Apps and Websites Designed and/or Developed by Third Parties

Pursuant to Section 1.4.11 of *Rights, Rules, Responsibilities,* no one may use Princeton University's name, seal, logos, restricted images, or other identifiers ("Trademarks") except to the extent authorized by the proper University officials or as permitted under trademark law. Examples of some of the Trademarks are attached to these Guidelines.

These Guidelines are intended to promote the consistent and appropriate use of the Trademarks on apps and websites built for Princeton University and/or apps and websites that identify Princeton University as the developer (the "App"). They also aim to ensure that the relationship between Princeton University and the third party app designer and/or developer ("App Designer") is represented accurately. For more information about designing and developing apps and websites for Princeton University, see **(https://communications.princeton.edu/guides/web-social-media-app-requirements).**

(1) The use of any Trademarks in any medium in connection with the App must be submitted to the Office of Trademark Licensing for approval at least 21 days prior to its use. This includes, without limitation, use of Princeton University's initial letters (such as a P), mascot (including, without limitation, images of tigers, paw prints, tiger stripes, tiger fur, tiger faces and tiger silhouettes), colors (black and orange), motto (informal and formal), images of the campus, and images of people prominent in Princeton University's history. **Use of the University's seal is never allowed.**

(2) The App must be designed in compliance with the University's graphic identity guidelines, which can be found at: https://sp2016.princeton.edu/communications/identity/PrincetonIDGuide.pdf. (Access requires authentication or an email request to LMCANTOR@princeton.edu)

(3) All Princeton University graphic art files must be used as is; no elements should be repositioned, and no colors may be changed.

(4) Language crediting the App Designer (such as "This app was designed by . . . ") may appear only in text at the bottom of the App and without the App Designer's logo.

(5) No screenshots or photos of the App may appear on the App Designer's website or in the App Designer's advertising, marketing or other promotional efforts or material.

(6) All news releases and announcements concerning the App, as well as any advertising about the App, must be approved in advance of publishing by the Assistant Vice President for Communications, Office of Communications.

(7) None of the Trademarks may be used by the App Designer in connection with its own advertising, marketing or other promotional efforts or material without the prior written approval of the Office of Communications (email request to LMCANTOR@princeton.edu). **Use of Princeton University's logos on any pages of the App Designer's website is never allowed.**

(8) Any references to work done for the University must include the name of the University department or office who has engaged the App Designer.

(9) The App Designer must help the University minimize or resolve any issues of misuse of the App, including promptly disabling the App upon request by the University.

Glossary/Definitions/Examples

APP: An application, especially as downloaded by a user to a mobile device.
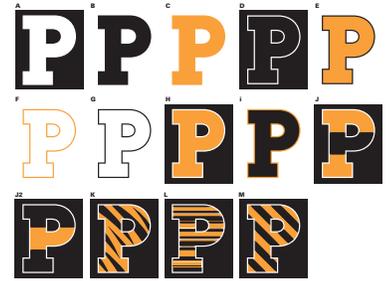
INITIAL P: A capital P in black and orange, distinct to the University graphic identity systems:

MASCOT: Tiger:

MOTTO: Formal Latin — **"DEI SVB NVMINE VIGET"** (Translation: "Under God's Power She Flourishes")

Informal, adopted in October 2016 — **"In the nation's service and the service of humanity"**

SEAL: The University's formal graphic device reserved for use by the Board of Trustees and the president; the corporate signature, (this mark is never used for routine business purposes):

SHIELD: The University's signet, a graphic device used on business or ceremonial communications, a logo:

SIGNATURE: Our logo with the shield and the name, Princeton University, using the font, Princeton Monticello:

One-line version:

Two-line or "stacked" version:

TIGER HEADS: Full face:

Profile:

These marks are used most often by the Department of Athletics.

TIGER-STRIPE P: The initial P filled with black and orange stripes: (Used most often by the Department of Athletics)

WORDMARK: The name, Princeton University, in our font, Princeton Monticello: