

Guidelines for External Businesses Using the Princeton University Graphic Identity System and Motto

The Princeton University graphic identity system consists of logos, trademarks, colors, typefaces, website tools, and examples of use that create a consistent image for the University and its communications, and includes the University's name and shield. Requests to view the system can be submitted to the Office of Communications (lmcantor@princeton.edu, 609-258-3601) or the Office of Trademark Licensing (allisonb@princeton.edu, 609-258-3097). Elements of the system and the University's motto can be used for internal and external purposes aligned with the University's communications goals if the use complies with the following guidelines. Exceptions may be made on a case-by-case basis pending approval of mock-ups by the Office of Communications.

1. Use of the University's graphic identity system and motto by external businesses must be approved by the Office of Communications or the Office of Trademark Licensing. Some projects (such as films) come directly to the Office of Communications for approval. Designs for commercial purposes must be submitted to the Office of Trademark Licensing. Other uses should be submitted to the Office of Communications. A coordinated response with any required modifications will be provided.
2. Language in advertising, promotional materials and websites must not imply that an external business is part of, or affiliated with, the University. The name of the University and the name of the external business may not be used or aligned in a manner that implies that the external business is part of, or affiliated with, the University, even if the external business primarily serves a University constituency. Nor can the University name be used to imply promotion or support of a commercial business, service or product.
3. The University's shield and other elements of the system (including typefaces and colors) may not be used by external businesses except with the permission of the Office of Trademark Licensing on items for sale produced in accordance with the guidelines of the Office of Trademark Licensing.
4. Advertising, promotional materials, websites or items produced by external businesses may not use restricted images — Nassau Hall, FitzRandolph Gate, Alexander Hall, Blair Hall (arch, tower and stairs), or Lewis Library— except by special permission of the Office of Communications or the Office of Trademark Licensing. Vendors or advertisers must send an inquiry to the Office of Communications or the Office of Trademark Licensing and include a mock-up of the proposed use.
5. External businesses must not use the University seal.
6. When using photos or artwork that represent University community members (students, faculty, administrators, etc.), external businesses should strive to accurately reflect the diversity of the University community.