

ITHACA COLLEGE LICENSING REQUIREMENTS AT A GLANCE

Does the merchandise include one or more of the following protected terms printed or embroidered on it?



PROTECTED TERMS

Ithaca College®
IC™

Bombers™
Bomber Nation™

Ithaca™ [club name]
Ithaca™ [team name]

Ithaca™ [organization name]
Ithaca™ 1892

YES? Then the merchandise must meet the requirements in these three categories:

COLOR

LOGO USE

FONTS

APPROVED SHADES OF THESE COLORS MAY BE USED:

SOLIDS AND PATTERNS



SOLIDS ONLY



No bejeweled, bedazzled, or rhinestone applications are allowed. See ithaca.edu/licensing for more detailed requirements and exceptions.

BLOCK LETTERING ONLY



No script or cursive text is allowed.

Is an institutional or athletics logo used?*

YES? The merchandise must meet these requirements:

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YES? The merchandise must meet these requirements:

USE OF COLOR

Organization colors can be used within the logo itself, but the product's base color must be selected from the color options above.

EXCEPTION: If the student organization is affiliated with a national organization that has an established color palette and brand standard, the national organization's colors and brand standard may be used.

USE OF PROTECTED TERMS

If a student organization's logo uses any of the college's protected terms listed above, it must go through the licensing program and may not include any aspect of the institutional or athletics logos shown to the right.

INSTITUTIONAL LOGOS



MAY ONLY BE USED FOR
Official Ithaca College schools, divisions, departments, centers, and programs

MAY NOT BE USED FOR
• Athletics (*cannot be combined with team names or intramural sport names*)
• Student organizations (*cannot be combined with organization names*)

ATHLETICS LOGOS



MAY ONLY BE USED FOR
Official Ithaca College athletics sports and units

MAY NOT BE USED FOR
Student organizations (*cannot be combined with or be used as part of or in place of the student organization name*)

*You are not required to use any of the institutional or athletics logos. A graphic art sheet outlining the official logo variations can be viewed at ithaca.edu/licensing/protected.

STILL UNSURE?

Go to ithaca.edu/licensing to get more information (including a list of approved vendors/licensees) or email licensing@ithaca.edu.