

# 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](http://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:

**Is an institutional or athletics logo used?\***

**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](http://ithaca.edu/licensing/protected).

## STILL UNSURE?

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