STANDARDS FOR Branded Merchandise
For the purposes of this document, **Branded Merchandise** refers to any items produced for retail or promotional use; it does not include signage, stationery or other printed collateral (brochures, posters, postcards) prepared for use by the university.

**Trademarks** are names, designs or logos that identify an entity or organization, whether registered or not, are considered trademarks. Unauthorized use of trademarks is punishable by law.

A **Brand Mark** is a trademark design that is used repeatedly to represent a specific entity — often referred to as a logo.

The **Towson University Trademark Licensing** program governs the reproduction of TU trademarks on branded merchandise by reviewing all proposed products and applications of TU trademarks to ensure consistency and accuracy, pursuing unauthorized uses of university trademarks, and licensing companies to reproduce Towson University trademarks on branded merchandise.

**Learfield Licensing Partners (LLP)** is Towson University’s licensing agent, managing the application of licensees and the collection and distribution of royalties.

**Licensees** are companies that apply for a license to produce TU-branded merchandise. Licensees agree to submit artwork for approval, report royalties in a timely fashion, hold general liability insurance and be a member of the Fair Labor Association.

**Licenses** fall into two primary categories:

- **Standard Licenses** are granted to companies planning to produce items that will be resold.
- **Internal Licenses** are for companies that will only produce items for consumption by the university itself.

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**GREETINGS!**

This guide has been prepared to help guide the application of Towson University trademarks on branded merchandise. If you have any questions that are not covered in this guide, please contact

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Asst Vice President, Creative Services  
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WHAT'S IN A NAME?

How to reference the university:

- Towson University
- TU or T.U.
- Towson U

*Please note: Using simply 'Towson' to refer to the university is no longer preferred.*

THE BASICS

Please use only brand mark art files that are prepared by Learfield or by the university itself. Graphic files may not be altered in any way:

- Do not remove any element from the graphics
- Do not resize any part of the brand mark
- Do not change or rearrange any colors

If a situation presents itself that requires altering the brand mark graphics in any way, please contact the Trademark Licensing office for guidance.

PRIMARY BRAND COLORS

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>TU GOLD</td>
<td>PMS 1235c 0C 20M 100Y 0K 255R 204G 000B #FFCC00</td>
</tr>
<tr>
<td>BLACK</td>
<td></td>
</tr>
<tr>
<td>WHITE</td>
<td></td>
</tr>
<tr>
<td>TU SILVER</td>
<td>PMS Cool Gray 6 0C 0M 0Y 31K 192R 192G 192B #CCCCCC</td>
</tr>
</tbody>
</table>

PROBLEMS TO AVOID

- Please refer to the minimum size guidelines for each of the brand mark types on the following pages.
- University trademarks may not be used on anything promoting the use of weapons/firearms, alcohol, tobacco or other drugs.
- University brand mark(s) may not be incorporated into other designs. Please refer to the clear space guidelines for each of the brand mark types on the following pages.
- Do not use trademarks from other entities without permission from the trademark owner.

INTERNAL USE

Branded merchandise produced for promotional (internal) use must identify the sponsoring group or event, and must include an approved institutional brand mark. All university units — divisions, colleges, offices and departments — are required to use the institutional brand mark to identify themselves; independent logos for university departments are not permitted.
INSTITUTIONAL BRAND MARKS

The **Primary Brand Mark**, shown at left, is used to represent all Towson University academic and co-curricular departments and groups with the exception of Tiger Athletics.

- The brand mark may be reproduced in black, white, black & gold and white & gold. The one color mark may be reproduced in TU Gold with prior permission.
- Small-use versions of the brand mark are available for reproducing at sizes where the word TOWSON is less than 1” across. The small-use versions may also be used when the medium will not allow for detail, e.g. embroidery.
- The institutional brand mark is available in vertical and horizontal orientations; the vertical orientation is preferred. Please note: The flags above the word TOWSON may not be removed, resized, recolored or used independently.

**Clear space** around the brand mark should be equivalent to the height of the letter N in the word TOWSON.

**Minimum sizing** should be no smaller than 1 1/4” across for the standard brand mark, no smaller than 3/4” across for the small-use version of the brand mark.

SIGNATURE BRAND MARKS

“Signature” brand marks are available for use by university departments. All university faculty and staff have access to the signature brand mark for their department(s) in vector format. Please ask a department contact if you require a signature brand mark file.

If original art is not available, licensees may use the guide at left to appropriately size the department name under an institutional brand mark. The preferred font for department names is Gotham Medium. The size of the department name is relative to the size of the brand mark.

- Follow the height guidelines carefully
- If Gotham is not available, please use the closest substitute. Gill Sans or Futura work well. Do not use a condensed typeface.
- The connecting line may not be removed.
INFORMAL BRAND MARK

The Informal Brand Mark may be used under certain circumstances. The informal mark is not a replacement for the institutional brand mark, especially when used with an external audience.

- The informal mark may be freely used on campus.
- In select situations where TU is implicitly understood to mean Towson University, and not some other institution.
- It should not be used as a giveaway item at locations outside the immediate campus, e.g. a national conference.

The brand mark may be reproduced in black, white, black & gold and white & gold. The one color mark may be reproduced in TU Gold with prior permission.

Clear space around the Informal brand mark should be roughly equivalent to the opening in the letter U.

Minimum sizing for the informal mark is no smaller than 1/2" across for printing, 2" across for embroidery. At smaller sizes, the ‘Towson University’ text will not be readable.

INFORMAL SIGNATURE BRAND MARKS

Informal “signature” brand marks are available for download by TU faculty and staff. Please ask a department contact if you require a signature brand mark file.

Licensees should not attempt to configure unit names under informal brand marks.

THE UNIVERSITY SEAL

The Towson University seal is for use by the office of the President, on official university transcripts and diplomas, and for university commencement. If you require use of the university seal, please contact the Trademark Licensing office for guidance.
ATHLETICS BRAND MARKS

Tiger Athletics has its own set of brand marks, separate from the institutional brand marks. With the exception of Campus Rec Sport Clubs, the athletics marks may not be used to promote an event, program or department unrelated to Tiger Athletics.

- All of the Tiger brand marks are available in four color (black, white, gold and silver) and black & white. The athletics marks MAY NOT be reproduced using only black & gold.
- The marks may not be changed in any way — gold or white may not be used to substitute for the silver.
- Use the white parts of the black & white mark when reproducing the mark in white (or gold) on a dark field. DO NOT reproduce any graphics in white without making this adjustment.
- Do not separate the text from the primary mark. If a TOWSON logotype is required, use the text from the horizontal brand mark.
- The Tiger brand marks should not be used in conjunction with any institutional brand marks.

Clear space around the primary athletics brand mark should be roughly equivalent to the height of the O in the word TOWSON.

Minimum sizing for the primary mark is no smaller than 1 1/4" wide; 3/8" wide for the tiger head graphic.

DOC THE TIGER

After the athletics tiger brand mark, a cartoon of our mascot, Doc, is the only graphic tiger that may be used by Towson University. But the good news is that no other tigers are needed — Doc can do anything! Cartoons of Doc can be customized to engage in any activity you can imagine (and draw), with just a few rules to follow:

- Doc’s colors may not change, and there should always be a gray outline. In addition, Doc’s apparel should be in Towson colors when possible. Doc’s color palette is the same as the primary university color palette, with the addition of PMS 200 (red).
- Doc may not be shown with firearms, alcohol, tobacco, or other drugs, and he may not engage in profane or illegal activity.
- Doc may face left or right, but his expression may not be altered.
- All Doc drawings are subject to approval by TU Creative Services.
GUIDELINES FOR
STUDENT ORGANIZATIONS

Official student organizations must use an institutional brand mark on all of their materials. Groups may use the primary institutional brand mark, the horizontal brand mark, or the informal brand mark. With the exception of sports clubs, student organizations are not permitted to use any athletic (tiger) brand marks to identify themselves.

- If a student group has their own logo, use of the university brand mark is in addition to the group’s logo.
- The university brand mark must always be separate and distinct — it may not be incorporated into a student group’s logo.
- When used next to one another, a student group logo must be separated from the TU mark with a thin line. The TU brand mark should always appear below or to the right of the student group logo.
- University trademarks may not be used on anything promoting the use of weapons/firearms, alcohol, tobacco or other drugs.
- Do not use trademarks from other entities without permission from the trademark owner.
- All other university brand mark standards apply.

SPORTS CLUBS

Towson University athletics allows club teams to use the existing athletic brand mark(s). Sport-specific graphics exist for these groups; see the Campus Rec Assistant Director for Competitive Sports for access to team marks.

- Sport clubs may not use any Tiger graphics other than those approved for use by athletics.
- Club teams with an NCAA equivalent MUST include ‘Club’ in their team name (for example, Women’s Lacrosse Club) to distinguish themselves from TU’s intercollegiate teams.
COLOR USAGE

At right are examples of how each brand mark would be used against most frequently used colors. Reproduction on other product colors are permitted, but not preferred.

These examples are meant to be representative, meaning color usage for other marks in the same system(s) would be the same.

BRAND MARKS MAY NOT BE CHANGED IN ANY WAY.

As a rule of thumb, if a brand mark must be changed so it can be used, STOP — you are using the mark incorrectly.

PROHIBITED USES

The following examples are a few of the most common misuses of the Towson University brand marks. This guide is not considered to be exhaustive — please contact the Trademark Licensing office for additional guidance.

Trademark Licensing
Towson University
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