



# Use of Cornell's Name, Logos, Trademarks, and Insignias

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## POLICY STATEMENT

Cornell University allows the use of its name, and its logos, trademarks, insignias, and other indicia (hereafter known as "marks") only with permission, as set forth in the principles and procedures of this policy.

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## REASON FOR POLICY

The name "Cornell University" and its marks connote a proprietary interest in activities housed at or sponsored by the institution, and protect and promote the university approved brand as a dominant visual manifestation of the university's identity. For that reason, Cornell has adopted certain authorization procedures to ensure that the university and its campuses and units are presented to the public in a consistent, coherent manner, and that university resources are expended efficiently and effectively in alignment with brand guidelines.

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## ENTITIES AFFECTED BY THIS POLICY

- Ithaca-based locations
- Cornell Tech campus
- Weill Cornell Medicine campuses

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## WHO SHOULD READ THIS POLICY

- Anyone wishing to use Cornell University's name or marks
- Anyone with questions regarding the proper use of Cornell's name or marks

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## MOST CURRENT VERSION OF THIS POLICY

- [www.dfa.cornell.edu/tools-library/policies/use-cornells-name-logos-trademarks-and-insignias](http://www.dfa.cornell.edu/tools-library/policies/use-cornells-name-logos-trademarks-and-insignias)

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## RELATED RESOURCES

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### University Policies and Information Applicable to All Units of the University

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[University Policy 4.11, Establishing a New University-related Subsidiary or Affiliated Corporation](#)

[University Policy 4.16, University Social Media Accounts](#)

[University Policy 5.6, Recording and Registration of Domain Names](#)

[Bylaws of the University](#)

"The University and the Political Process: A Statement of Policy for Cornell University" (Trustee Legislation adopted September 15, 1970)

[Cornell University Brand Center](#)

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### University Policies and Information Applicable to Only Ithaca Campus Units

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[University 4.3, Sales Activities on Campus](#)

[University Policy 4.8, Alcohol and Other Drugs](#)

[Independent Organization Contract](#)

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### University Forms and Systems

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#### *Ithaca Campus Units*

#### *Weill Cornell Campus Units*

[Brand Support Requests](#)

[Student Organization Registration and Renewal](#)

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## CONTACTS

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Direct any general questions about University Policy 4.10, Use of Cornell's Name, Logos, Trademarks, and Insignias to your college or unit administrative office. If you have questions about specific issues, contact the following offices:

### *Contacts, Ithaca Campus Units*

<b>Subject</b>	<b>Contact</b>	<b>Telephone</b>	<b>Email/Web Address</b>
<b>Policy Clarification</b>	Secretary of the Corporation	(607) 255-5124	
<b>Advertising and Other Promotional Items</b>	Director of University Licensing	(607) 255-7117	<a href="https://apps.univcomm.cornell.edu/brand-forms/forms/artwork.html">apps.univcomm.cornell.edu/brand-forms/forms/artwork.html</a>
<b>Memorabilia</b>	Director of University Licensing	(607) 255-7117	<a href="https://apps.univcomm.cornell.edu/brand-forms/forms/artwork.html">apps.univcomm.cornell.edu/brand-forms/forms/artwork.html</a>
<b>Organization Names</b>	Director of University Licensing	(607) 255-7117	<a href="https://apps.univcomm.cornell.edu/brand-forms/forms/endorsement.html">apps.univcomm.cornell.edu/brand-forms/forms/endorsement.html</a>
<b>Publication Names</b>	Director of University Licensing	(607) 255-7117	<a href="https://apps.univcomm.cornell.edu/brand-forms/forms/endorsement.html">apps.univcomm.cornell.edu/brand-forms/forms/endorsement.html</a>
<b>Seals, University or College</b>	Secretary of the Corporation	(607) 255-5124	
<b>Student Organizations</b>	Director of University Licensing	(607) 255-6074	<a href="https://support.brand.cornell.edu">support.brand.cornell.edu</a>
<b>Use of Individual College Names</b>			
-Ithaca-Based Colleges	Dean of the College	College-specific	
-Weill Cornell Medicine	Provost for Medical Affairs	(212) 746-6005	

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## DEFINITIONS

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These definitions apply to terms as they are used in this policy.

<b>Advertising</b>	Any use of label, logo, packaging, imprint, sales promotion activity or device, public relations material or events, merchandising or other communication that has the intent of promoting or marketing a university affiliated product, service, event or organization.
<b>Committee on Uses of Cornell's Name and Marks</b>	<p>A committee that:</p> <ul style="list-style-type: none"><li>• Develops standards for granting permission to use Cornell's name and marks</li><li>• At the request of the director of university licensing or a member of the committee, reviews and makes decisions on requests for permission to use Cornell's name in the titles of publications and organizations.</li></ul> <p>This committee consists of the vice president for university relations and the University Counsel as permanent members. Other committee member positions will vary depending on the issue. For example, the vice president for student and campus life (or designee) if a student organization issue is involved; the provost (or designee) if a faculty issue is involved; and the provost for medical affairs (or designee) if a Weill Cornell Medicine issue is involved.</p>
<b>Corporate Seal</b>	The seal, as defined by university bylaws, that is used for the execution of instruments or official documents of the university other than diplomas.
<b>Great Seal</b>	The seal, as defined by university bylaws, that is affixed on diplomas issued by the university.
<b>Marks</b>	Any logos, trademarks, insignias, or indicia associated with Cornell University.
<b>Unit</b>	A college, department, program, research center, business service center, office, or other operating unit.
<b>University Event</b>	An event that is sponsored or hosted by an individual or entity on behalf of the university.

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## RESPONSIBILITIES

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The major responsibilities each party has in connection with University Policy 4.10, Use of Cornell's Name, Logos, Trademarks, and Insignias, are as follows:

<b>Committee on Uses of Cornell's Name and Marks</b>	<p>Develop standards for when it is appropriate to grant permission to use Cornell's name and marks.</p> <p>Grant permission, when appropriate, to individuals and groups for the use of the name "Cornell University" or "Cornell" in publication titles or organization names implying or tending to imply some official connection with the university.</p>
<b>Cornell Brand Communications, University Relations</b>	<p>Responsible of oversight of university brand standards. Will consult with colleges, schools, and units on brand compliant use of the Cornell name and marks as it pertains to their use in the ordinary course of university business.</p>
<b>Director of University Licensing, University Relations</b>	<p>Receive requests for the use of Cornell's name and marks.</p> <p>Approve, as appropriate, requests for use of Cornell's name or marks on memorabilia, products, goods, services, student projects, advertising, or promotional materials.</p> <p>Approve, in accordance with standards developed by the Committee on Uses of Cornell's Name and Marks, requests for the use of Cornell's name in the names of publications and organizations.</p> <p>When appropriate, bring requests for the use of Cornell's name and marks to the Committee on Uses of Cornell's Name and Marks.</p>
<b>Individual (Faculty or Staff Member)</b>	<p>Ensure the proper use of Cornell's name and marks in the conduct of your activities.</p> <p>Allow your official university title or the name of the university to be used only in ways that do not state or imply Cornell endorsement of a non-university project or product.</p> <p>State clearly, in reports and papers under consulting agreements or personal service contracts, that opinions expressed by Cornell community members are those of the individuals and not official positions of the university.</p> <p>Use the great seal and the corporate seal only in ways that are in compliance with the bylaws of the university.</p>
<b>Student Activities Office</b>	<p>Manage the procedure for registration of student organizations, including conditions placed upon the use of Cornell's name.</p>
<b>Unit Head</b>	<p>Approve the use of Cornell's name and marks in the ordinary course of university business.</p> <p>Work collaboratively with University Relations on uses of the university marks for purposes that require review and/or approval.</p>
<b>University Counsel/Secretary of the Corporation</b>	<p>Co-chair the Committee on Uses of Cornell's Name and Marks.</p> <p>Consult, upon request, regarding the establishment or use of university or college seals.</p>
<b>Vice President for University Relations</b>	<p>Co-chair the Committee on Uses of Cornell's Name and Marks.</p> <p>Resolve disputes about these policies or their application.</p>

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### Use of Cornell’s Name, Logos, Trademarks, and Insignias

## PRINCIPLES

### Overview

In order to uphold the tradition of excellence and the commitment to educational values, to carry out its mission responsibly with minimum risk, and to comply with applicable laws and regulations, Cornell University has adopted the following principles and procedures regarding the use of Cornell’s name and marks.

Use of Cornell’s name and marks is prohibited, unless specifically authorized consistent with this policy.

Use	When Allowed	Authorizing Entity
<b>Advertising and Promotional Uses</b>	When authorized in writing	Director of University Licensing (See the “ <i>Purposes that May Require University Review and/or Approval</i> ” segment of this policy)
<b>Names of Publications</b>	When authorized in writing, with such restrictions and explanations as imposed	Director of University Licensing (See the “ <i>Purposes that May Require University Review and/or Approval</i> ” segment of this policy)
<b>Names of Organizations</b>	When authorized in writing, with such restrictions as imposed	Director of University Licensing (See the “ <i>Purposes that May Require University Review and/or Approval</i> ” segment of this policy)
<b>Routine Uses for University Business</b>	When business needs dictate	Unit Head, or seek re-branding consultation with Cornell Brand Communications in University Relations (See the “ <i>Routine Course of University Business</i> ” segment of this policy)
<b>Names of University Events</b>	When business needs dictate	Unit Head (See the “ <i>Routine Course of University Business</i> ” segment of this policy)
<b>Identification</b>	When used as a factual reference, in a manner that does not imply university endorsement.	Individual (See the “ <i>Identification</i> ” segment of this policy)

### Personal or Business Use of Cornell’s Name, Logos, Trademarks, and Insignias

Cornell employees and students may mention their Cornell affiliation in message content, but are prohibited from using Cornell brand elements on personal social media accounts, business communications, or other personal endeavors in ways that might be interpreted as representing Cornell University (for example, using the university’s insignia as a social media avatar or profile photo). All individuals must respect and acknowledge Cornell’s brand identity, integrity, and reputation, and avoid incurring potential legal risks to the University.

Prohibited conduct includes use of Cornell’s name, logos, trademarks, and/or insignias in a way that constitutes libel, false advertising, copyright or trademark infringement, harassment, professional misconduct, or a violation of privacy or other rights protected under the law.

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### Use of Cornell's Name, Logos, Trademarks, and Insignias

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## PROCEDURES

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### Approval Process

The following paragraphs provide procedures for securing approval for specific uses of Cornell's name and marks.

### Identification

Faculty and staff members may use Cornell's name as a factual reference to identify themselves in a manner that does not imply university endorsement. For example, using "John Smith, Professor of Psychology, Cornell University" on a book jacket or journal article or on a business card. However, the use of Cornell letterhead, address, or other identification to suggest or imply university support for a personal viewpoint should be avoided.

### Ordinary Course of University Business

Responsibility for use of Cornell's name and marks in the ordinary course of university business rests with the unit head. Decisions regarding the use of Cornell's name and marks must support Cornell's brand identity, integrity, and reputation, while minimizing potential legal risks. Questions regarding such use should be directed to the unit head. Examples of such use:

1. Official unit names. For example, "Cornell Institute for Public Affairs."
2. Official event names. For example, "Cornell Conference on Law," or "Cornell Nutrition Conference," when approved by the appropriate dean or unit head and operated as a university event.

◆ **Note:** The use of Cornell's name and marks for the above purposes may be subject to additional rules. For example, stylistic, typographical, and other visual standards are given on Cornell's Brand Book at [brand.cornell.edu](http://brand.cornell.edu).

◆ **Note:** Colleges, schools, and units must seek consultation on college or unit re-branding with Cornell Brand Communications, within University Relations, and execute such branding in alignment with university brand standards.

◆ **Note:** The use of Cornell's name and marks in the ordinary course of university business may involve extended duration licensing and branding, or promotional items or services for sale or distribution. For guidance, contact Cornell Brand Communications in University Relations.



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## PROCEDURES, continued

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### **Purposes that May Require University Review and/or Approval**

The following uses of Cornell's name and marks require university review and approval. For clarification of these uses, contact the director of university licensing in University Relations. Refer to [brand.cornell.edu](http://brand.cornell.edu) for guidance.

◆**Note:** Those with responsibilities under this policy should consult with University Counsel if they have questions related to agreements or other commitments authorizing use of the Cornell's name or marks.

#### Memorabilia, Products, and Goods

In order to protect its name and reputation, Cornell participates in a licensing program that regulates the use of Cornell's name and marks on memorabilia, products, and goods (e.g., Cornell tee shirts, caps, key chains, mugs, pens, etc.). This process helps prevent bootlegging and ensures that Cornell's name and marks are used only on those products approved by the university. All such uses of Cornell's name and marks (including by fraternities, sororities, student organizations, etc.) must be approved in writing prior to production or manufacture. These procedures also apply to student projects, including those that are for class credit as part of defined academic projects. Submit requests involving memorabilia, products, or goods to the director of university licensing in University Relations (see Related Resources and Contacts).

#### Advertising or Promotional Material

Except as specifically authorized in writing, use of Cornell's name and marks in advertising and other promotional vehicles is prohibited when such use is likely to be perceived as an endorsement, even if such an endorsement is not the intention of the person or organization seeking to use Cornell's name or marks. Advertising efforts to promote college, schools, units, or the university must adhere to university brand standards. Refer to [brand.cornell.edu](http://brand.cornell.edu) for mandatory guidelines and requests for consultation. Any dispute about these policies or their application must be referred for resolution to the vice president for university relations.

The university has the right to refuse Advertising or Promotional Material that it considers unacceptable. For example, Advertising or Promotional Material is unacceptable when it (1) conflicts with university policies; (2) adversely affects the university's reputation; (3) appears to create an endorsement, affiliation or partnership by the university of a particular company, program, product, political candidate or position regarding public policies; (4) is considered to contain obscene, indecent or profane material; (5) ridicules, exploits, or demeans persons on the basis of their age, color, creed, handicap, national origin, race, religion, sex, or sexual orientation; or (6) promotes alcohol, drug, or tobacco products.

Advertising for unit programs and services, to specific local audiences, is limited to media that is distributed only on campus. All such regional advertising must contain

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## PROCEDURES, continued

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the statement that the offering is for members of the Cornell community. Colleges, schools and units looking to advertise for locally provided programs and services in media that is distributed beyond campus must obtain approval from the director of university licensing in University Relations. Do not assume permission.

Advertising for local athletic and cultural events that appeal to the general community is permitted, including musical presentations, concerts, recitals, operas, athletic events, exhibitions, theater productions, films, and lectures.

For more information or requests involving advertising or promotional material, contact the director of university licensing (see Related Resources and Contacts).

#### Names of Publications

Except for those uses included in the "Ordinary Course of University Business" segment of this policy, the use of the name "Cornell University" or "Cornell" in publication titles implying or tending to imply some official connection with the university, e.g., in the title of a book, such as "The Cornell Book of...", is prohibited except with the written permission of the university and under such restrictions and explanations as it may impose.

Upon the affirmative recommendations of the appropriate unit head, direct requests for consideration to the director of university licensing in University Relations. When appropriate, this individual will bring the requests to the Committee on Uses of Cornell's Name and Marks. Decisions of the committee are final. Refer to [brand.cornell.edu](http://brand.cornell.edu) for guidance.

Independent publications that have received permission to use the name "Cornell" in their titles must print the following prominent disclaimer on the front page of the publication in type and size clearly legible to the reader:

"An independent [student] publication."

They are also required to include the following statement within the publication masthead in type and size clearly legible to the reader:

"[NAME OF INDEPENDENT OR STUDENT ENTITY], an independent [student] organization located at Cornell University, produced, and is responsible for the content of, this publication. This publication was not reviewed or approved by, nor does it necessarily express or reflect the policies or opinions of, Cornell University or its designated representatives."

For more information or requests involving names of publications, contact the director of university licensing (see Related Resources and Contacts).

#### Names of Student Organizations

Student Organizations must follow the registration process managed by the Student

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## PROCEDURES, continued

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Activities Office. For more information, or to register your student organization, go to [scl.cornell.edu/get-involved/campus-activities/student-organizations/registration](https://scl.cornell.edu/get-involved/campus-activities/student-organizations/registration).

Refer to [brand.cornell.edu](https://brand.cornell.edu) for guidance.

An organization that has received permission to use the name "Cornell" in its name must accurately represent its status as separate from the university and use the Cornell name solely in a locational sense in all official contexts, including the formal name of the organization and when entering into legally binding agreements, or signing other official documents. For example, "Cornell Rugby Football Club" should be "Rugby Football Club at Cornell."

For more information or requests involving names of student organizations, contact the director of university licensing (see Related Resources and Contacts).

◆**Note:** The Independent Organization Agreement dictates additional language that must be included in all contracts entered into by independent student organizations.

#### Names of Other Organizations

Except those uses included in the "Ordinary Course of University Business" segment of this policy, the use of the name "Cornell University" or "Cornell," in non-student organization names implying or tending to imply some official connection with the university, is prohibited except with the written permission of the university and under such restrictions as it may impose. Requests for consultation and/or consideration must be submitted to the director of university licensing in University Relations. When appropriate, this individual will bring the requests to the Committee on Uses of Cornell's Name and Marks. Decisions of the committee are final. Refer to [brand.cornell.edu](https://brand.cornell.edu) for guidance.

For more information or requests involving names of other organizations, contact the director of university licensing (see Related Resources and Contacts).

◆**Note:** when the proposed use of the Cornell name relates to the formation of a legal entity, see University Policy 4.11, Establishing a New University-related Subsidiary or Affiliated Corporation.

### **Individual Responsibility**

All faculty, staff members, students, and representatives of alumni organizations are responsible for ensuring proper use of Cornell's name and marks in the conduct of their individual activities and maintaining Cornell's brand identity, integrity, and reputation, while minimizing potential legal risks. Faculty, staff members, and others associated with Cornell must not allow their official university titles or the name of the university to be used in ways that state or imply Cornell endorsement in connection with project, activity, or product promotions. It should also be understood clearly, and must be stated clearly, that opinions expressed by a faculty or staff

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## PROCEDURES, continued

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member in preparing a report or paper under a consulting agreement or personal service contract are the opinions of the individual and not official positions of Cornell. When engaged in political or other public statements or correspondence, any member of the faculty or staff who so identifies himself/herself, should clearly state that he/she is speaking individually and not on behalf of the university. Refer to [brand.cornell.edu](http://brand.cornell.edu) for guidance.

#### **University/College Seals**

Use of the great seal and the corporate seal of Cornell University will be reserved to those official uses specifically set forth in the bylaws of the university and will in no circumstance be used for commercial purposes as described herein. Questions regarding the establishment or use of university or college seals should be directed to the Secretary of the Corporation. Refer to [brand.cornell.edu](http://brand.cornell.edu) for guidance.

#### **Committee on Uses of Cornell's Name and Marks**

The Committee on Uses of Cornell's Name and Marks is co-chaired by the vice president for university relations and the secretary of the corporation, and meets as necessary to implement this policy. This committee consists of the co-chairs as permanent members. Other committee member positions will vary depending on the issue, e.g., the vice president for student and campus life (or designee) if a student organization issue is involved; the provost (or designee) if a faculty issue is involved; and the provost for medical affairs (or designee) if a Weill Cornell Medicine issue is involved. The committee is responsible for (1) developing standards for when it is appropriate to grant permission to use Cornell's name and marks, and (2) granting permission, when appropriate, to individuals and groups for the use of the name "Cornell University" or "Cornell" in publication titles or organization names.

#### **Violations of this Policy**

Any person or organization found to be in violation of this policy will be subject to disciplinary action. In the case of a student or student organization, suspected violations will be referred to the judicial administrator and/or the Office of the Dean of Students, as appropriate. In the case of an employee or employee organization, suspected violations will be referred to an appropriate supervisor or human resource official. In the case of a faculty member or faculty organization, suspected violations will be referred to the dean of the college or school, dean of the faculty, or provost, as appropriate.

Violations by external agencies should be reported to the secretary of the corporation.

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