

**STANDARDS FOR**

# Branded Merchandise





Trademark  
Licensing

Protecting  
Towson University  
trademarks

Upholding clear  
and consistent  
reproduction

Supporting Tiger  
student athletes

## 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

Priya Exantus

*Licensing Coordinator*

410-704-4261

licensing@towson.edu

## TERMS TO KNOW

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.

**AgoraCX** is the online marketplace where TU faculty, staff and student groups order branded promotional material.

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.

**CLC** 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 university departments and paid for using university funds.

## REGISTERED TRADEMARKS AND BRAND MARKS



Horizontal Institutional Brand Mark



Vertical Institutional Brand Mark



Primary Athletics Brand Mark



Secondary Athletics Brand Mark



Horizontal Athletics Brand Mark

Towson University®  
Towson Tigers®  
Tigers®

Registered  
Text-Only  
Trademarks

### 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.*

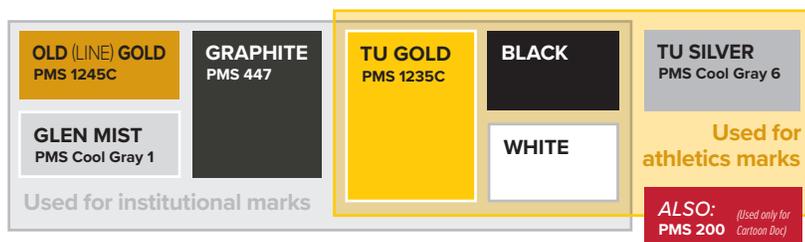
## THE BASICS

Please use only brand mark art files that are prepared by CLC 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.

## BRAND COLOR PALLETTE



For additional color information and definitions, visit [towson.edu/brand](http://towson.edu/brand)

## 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.



Vertical Institutional Brand Mark



The brand mark may be reproduced in four different color configurations



Horizontal Institutional Brand Mark



Clear space guidelines



Vertical Internal Brand Mark



Horizontal Internal Brand Mark

## INSTITUTIONAL BRAND MARKS

The **Institutional 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, full color (positive) and full color (reverse). *There is no two-color version of the brand mark* — The full color marks require the use of at least three colors. The one color mark may be reproduced in TU Gold with prior permission.
- The institutional brand mark is available in vertical and horizontal orientations; both are equally valid for use as a primary brand mark.

**Clear space** around *either version* of the brand mark should be equivalent to 125% of the height of the letter T in the word TOWSON.

**Minimum sizing** should be no smaller than 7/8" or 125 pixels across for the horizontal brand mark, no smaller than 1/2" or 100 pixels across for the vertical version of the brand mark.

## INTERNAL-USE BRAND MARKS

**Internal-Use** versions of the vertical and horizontal brand marks are available for groups that have an exclusively internal focus. The internal-use mark is distinguished by featuring a gold TU mark rather than the two-color TU used in the standard institutional brand marks.

- The internal 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.
- There are no black & white versions of the internal-use marks.

**Clear space** and **Minimum sizing** guidelines are the same as the standard institutional marks.



Standard / Horizontal Institutional Brand Mark Signature



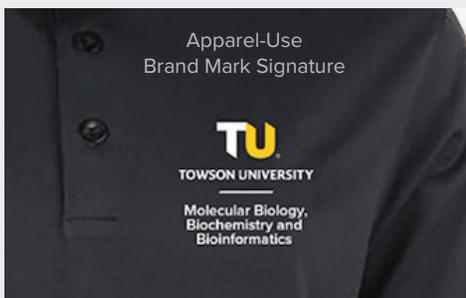
Vertical / Compact Institutional Brand Mark Signature



Vertical Internal-Use Brand Mark Signature



Horizontal Internal-Use Brand Mark Signature



Apparel-Use Brand Mark Signature

Examples of the Tigertooth pattern



## BRAND MARK SIGNATURES

“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. Internal-use brand mark signatures are also available to departments with an on-campus audience.

Brand Mark signatures may not be set up by licensees; please contact the client department or the Trademark Licensing office for files. Changes in the files — placement or size of text, additional text — are not permitted.

### APPAREL USE

The internal-use marks are excellent choices for use on uniforms or apparel. If apparel is required for off-campus use, a separate signature is used (shown at left). Please contact Trademark Licensing for assistance.

## TIGERTOOTH

Inspired by the bold pattern of the Maryland state flag, tigertooth graphic elements are an auxiliary part of the TU visual branding, and may be used in many ways to supplement use of the institutional brand marks.

For additional examples and information, visit [towson.edu/brand](http://towson.edu/brand).



The seal may only be reproduced on select merchandise, and only with prior approval

## THE UNIVERSITY SEAL

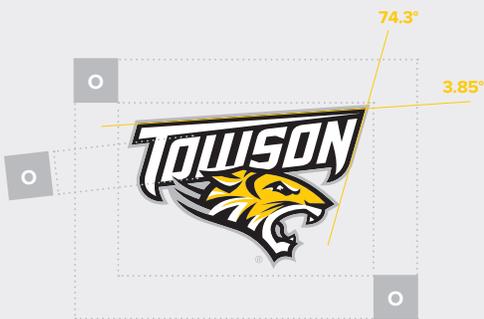
The Towson University seal is for use by the office of the President, on official university transcripts and diplomas, and for university commencement. If you require use of the university seal, please contact the Trademark Licensing office for guidance.



Primary Athletics Brand Mark



Secondary / Tertiary Athletics Brand Marks



Clear space and alignment guidelines



Doc is a versatile stand-in for all TU Tigers



## 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.

## USING STUDENT ORGANIZATION LOGOS WITH THE UNIVERSITY BRAND MARK



Pairing your logo with the university brand mark

YOUR CLUB'S LOGO



## EXAMPLE SPORT CLUB BRAND MARKS



## GUIDELINES FOR STUDENT ORGANIZATIONS

University-funded student organizations must use an institutional brand mark on all of their materials. The university brand mark helps identify the group as an officially recognized student group. Groups may use either the horizontal or vertical institutional brand mark.

- 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.
- When space is severely restricted — e.g. printing on a pen or a thumb drive — it is acceptable to include "Towson University" in text only. If you think you may need to go this route, please contact [licensing@towson.edu](mailto:licensing@towson.edu) with questions.
- University trademarks may not be used on anything promoting the use of weapons/firearms, alcohol, tobacco or other drugs, or with messages that directly controvert the TU Code of Student Conduct.
- 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  
8000 York Road  
Towson MD 21252-0001  
[www.towson.edu/licensing](http://www.towson.edu/licensing)



## BACKGROUND COLOR(S)

Institutional Brand Mark				
		(Full-color TU brand marks are not for use on gold)		
Internal-Use Brand Mark(s)		(Full-color TU brand marks are not for use on gold)		
Athletics Brand Mark(s)				

Please Note: One-color (gold) reproduction on black is permitted on a case-by-case basis — email [Licensing@towson.edu](mailto:Licensing@towson.edu) for guidance

### Do not resize or remove any parts of the brand mark(s):

Do not use the institutional brand mark text without the TU graphic	Do not alter the size of any of the text or any portion of the brand mark(s)	Do not use the TU graphic independent of the TOWSON UNIVERSITY text without prior approval
Only the one color (black) brand mark may be used on a gold background	Do not reproduce the full color mark in one color	Do not rearrange elements of an existing brand mark to create a one-line version
Do not resequence or change the colors in the TU brand mark in any way	When reproducing an athletics mark on a dark background, use the white areas of the black and white mark(s)	Do not change / replace any colors in the color athletics brand mark(s)
The Tigertooth pattern may only be used in a vertical orientation — do not rotate it	Tigertooth sets should only be used in a single color / style / opacity	Only reproduce brand mark(s) on a background that ensures contrast and readability