

### 2018-19 Trademark and Licensing Guidelines

- Whenever possible, we ask that licensees use the exact marks directly from our art sheet. When other fonts are used, it makes the merchandise appear “unofficial”. Using the Lehigh wordmarks for merchandise will build the brand for Lehigh in a correct and positive way.
- Athletic marks (such as L Hawk and the athletic “Lehigh”) can only be used on Brown, White, Tan, and Gray merchandise. We can be flexible on some materials, such as metal, wood, or glass.
- We try to limit the number of “fashion colors” approved (hot pink, neon blue, etc.). We prefer brown or white garments. While gray and tan are technically okay, we prefer to limit these.
- Never use maroon with the exception of *the* Lehigh/Lafayette t-shirt sold through the LU Bookstore.
- Athletic marks are never to be used on black garments or materials.
- For any promotional products, the Athletics Department requests that Athletic marks only be used if the program or department is affiliated with Athletics.
- The L Hawk marks are never to be used without Lehigh somewhere else on the garment.
- The L Hawk with the slanted “Lehigh” is to be only used for media relations – VERY rarely merchandise.
- The black and white L Hawk should only be used for black and white print – such as newspaper – not merchandise.
- Always use correct and most recent marks directly from art sheet.
- Lehigh marks should not overlap, connect, or touch – for example if the L Hawk mark is placed on top of the Lehigh mark. That would not be approved.
- Club Sports/Intramurals are permitted to use the Lehigh word mark.
- Club Sport/Intramurals are not permitted to use L-Hawk, with the exception of Lehigh Hockey.
- For Club Sports/ Intramurals Lehigh marks cannot touch Lehigh or L-Hawk. There has to be a space in between.