WHY IS LICENSING IMPORTANT

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MEREDITH COLLEGE

GOING STRONG

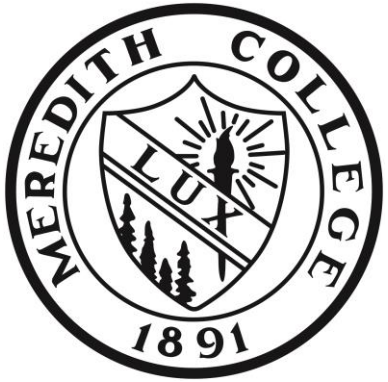
WHY IS LICENSING IMPORTANT

- Product licensing **involves two parties: a licensor and a licensee**. The licensor (Meredith College) owns the rights to certain intellectual property (IP) while the licensee manufactures products using the IP granted by the licensor via a license agreement.

WHY IS LICENSING IMPORTANT

- Meredith College's wordmarks, logos, seals and athletic marks are all important to the branding of the college.

MEREDITH
COLLEGE



WHY IS LICENSING IMPORTANT

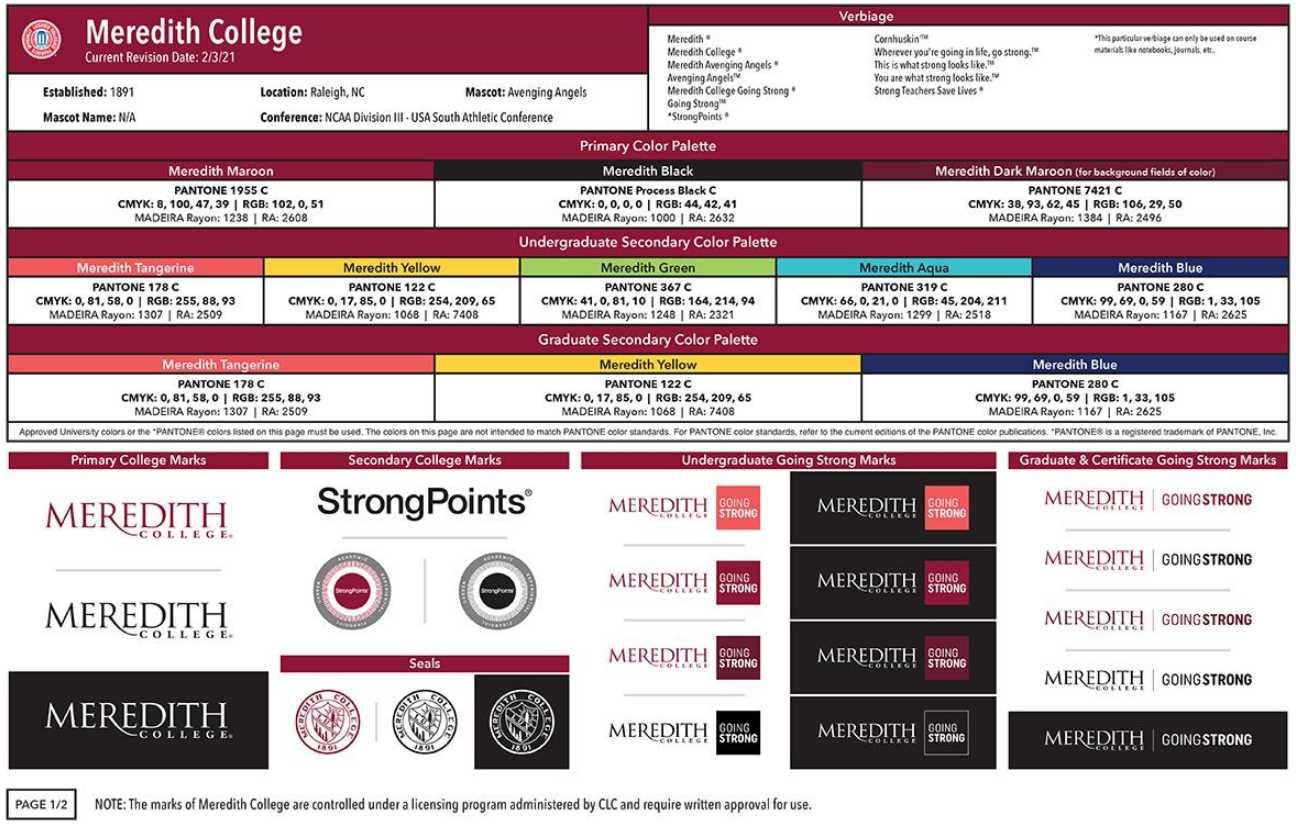
- The licensing program serves to protect the reputation of the college by ensuring that only approved representations of the college's marks appear before the public, and that the items bearing the marks are of approved quality.

WHY IS LICENSING IMPORTANT

- Licensed products bearing logos and graphics that suggest quality and excellence play a major role in recruiting students and faculty, and in garnering alumnae support.

WHY USE LICENSED VENDORS

- **Licensed vendors have agreed to abide by fair labor code-of-conduct**, have agreed to protect the colleges trademarks, and are familiar with the trademarks and school colors.



Meredith College
Current Revision Date: 2/3/21

Established: 1891 **Location:** Raleigh, NC **Mascot:** Avenging Angels
Mascot Name: N/A **Conference:** NCAA Division III - USA South Athletic Conference

Verbiage

Meredith ®
Meredith College ®
Meredith Avenging Angels ®
Avenging Angels™
Meredith College Going Strong ®
Going Strong™
®StrongPoints ®
Cornhuskin™
Wherever you're going in life, go strong.™
This is what strong looks like.™
You are what strong looks like.™
Strong Teachers Save Lives ®
*This particular verbiage can only be used on course materials like notebooks, journals, etc.

Primary Color Palette

Meredith Maroon	Meredith Black	Meredith Dark Maroon (for background fields of color)
PANTONE 1955 C CMYK: 8, 100, 47, 39 | RGB: 102, 0, 51 MADEIRA Rayon: 1238 | RA: 2608	PANTONE Process Black C CMYK: 0, 0, 0, 0 | RGB: 44, 42, 41 MADEIRA Rayon: 1000 | RA: 2632	PANTONE 7421 C CMYK: 38, 93, 62, 45 | RGB: 106, 29, 50 MADEIRA Rayon: 1384 | RA: 2496

Undergraduate Secondary Color Palette

Meredith Tangerine	Meredith Yellow	Meredith Green	Meredith Aqua	Meredith Blue
PANTONE 178 C CMYK: 0, 81, 58, 0 | RGB: 255, 88, 93 MADEIRA Rayon: 1307 | RA: 2509	PANTONE 122 C CMYK: 0, 17, 85, 0 | RGB: 254, 209, 65 MADEIRA Rayon: 1068 | RA: 7408	PANTONE 367 C CMYK: 41, 0, 81, 10 | RGB: 164, 214, 94 MADEIRA Rayon: 1248 | RA: 2321	PANTONE 319 C CMYK: 66, 0, 21, 0 | RGB: 45, 204, 211 MADEIRA Rayon: 1299 | RA: 2518	PANTONE 280 C CMYK: 99, 69, 0, 59 | RGB: 1, 33, 105 MADEIRA Rayon: 1167 | RA: 2625

Graduate Secondary Color Palette

Meredith Tangerine	Meredith Yellow	Meredith Blue
PANTONE 178 C CMYK: 0, 81, 58, 0 | RGB: 255, 88, 93 MADEIRA Rayon: 1307 | RA: 2509	PANTONE 122 C CMYK: 0, 17, 85, 0 | RGB: 254, 209, 65 MADEIRA Rayon: 1068 | RA: 7408	PANTONE 280 C CMYK: 99, 69, 0, 59 | RGB: 1, 33, 105 MADEIRA Rayon: 1167 | RA: 2625

Approved University colors or the ®PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. ®PANTONE® is a registered trademark of PANTONE, Inc.

Primary College Marks

MEREDITH COLLEGE
MEREDITH COLLEGE
MEREDITH COLLEGE

Secondary College Marks

StrongPoints®

Seals

Undergraduate Going Strong Marks

MEREDITH COLLEGE GOING STRONG

Graduate & Certificate Going Strong Marks

MEREDITH | GOINGSTRONG

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NOTE: The marks of Meredith College are controlled under a licensing program administered by CLC and require written approval for use.

WHY USE LICENSED VENDORS

- **The vendors have paid a fee** to be licensed vendors of Meredith College.

- **Vendors who aren't part of the college's licensing program can not use our trademarks.** But they can apply to become licensed vendors.

OUR TRADEMARKS

- Our trademarks cannot be altered in anyway
- The marks can only print in our designated color pallet.
- The trademarks can’t be filled with a pattern or texture.

MEREDITH COLLEGE

MEREDITH COLLEGE LUX 1891

MEREDITH AVENGING ANGELS

THE COLLEGE TRADEMARKS

- **Meredith College's trademarks include, but are not limited to:**
- Meredith College®
- Meredith™
- Meredith Avenging Angels®
- Meredith Angels™
- Meredith College Going Strong®
- The official Meredith College seal (the Lux)™
- Meredith Avenging Angels logo ®
- StrongPoints®
- Cornhuskin™ (when used in reference to the Meredith tradition)
- Images of the buildings of the College and their names
- Any other designs, symbols, art, words or groups of words that have come to be associated with the College now or in the future.

The wordmark and college seal (LUX) can only appear in maroon, black, white or in metallic gold or silver.

The wordmark can appear on a color background but the wordmark would be white.

Improper Color

Distorted

Special Effects – No drop shadows

The college seal (LUX) cannot be taken apart.

MC MARKETING COLORS

These colors are all approved to use.

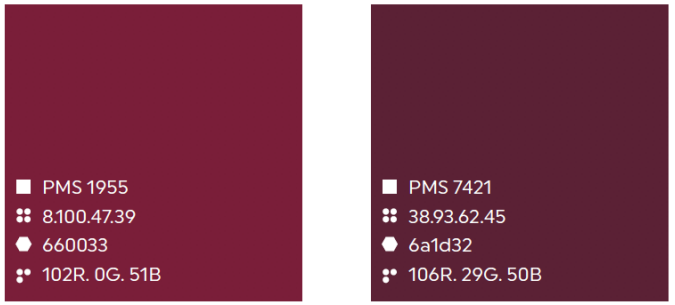
Maroon is the college's primary color

Meredith's primary maroons are PMS 1955 and PMS 7421. They are the dominant colors in the brand palette and should be featured more prominently than any other color in Meredith College communications.

PMS 1955 should be used for Meredith College wordmark, brand lockups, and text/body copy. Pantone 7421 is Meredith's lead institutional color for use in large floods of color in printed, digital, and web materials. PMS 7421 allows for full use of the secondary color palette and increases the vibrancy of those colors.

Meredith's secondary color palette features five colors that complement each other and more importantly complement Meredith Maroon. The secondary color palette should be used for design emphasis and in moderation.

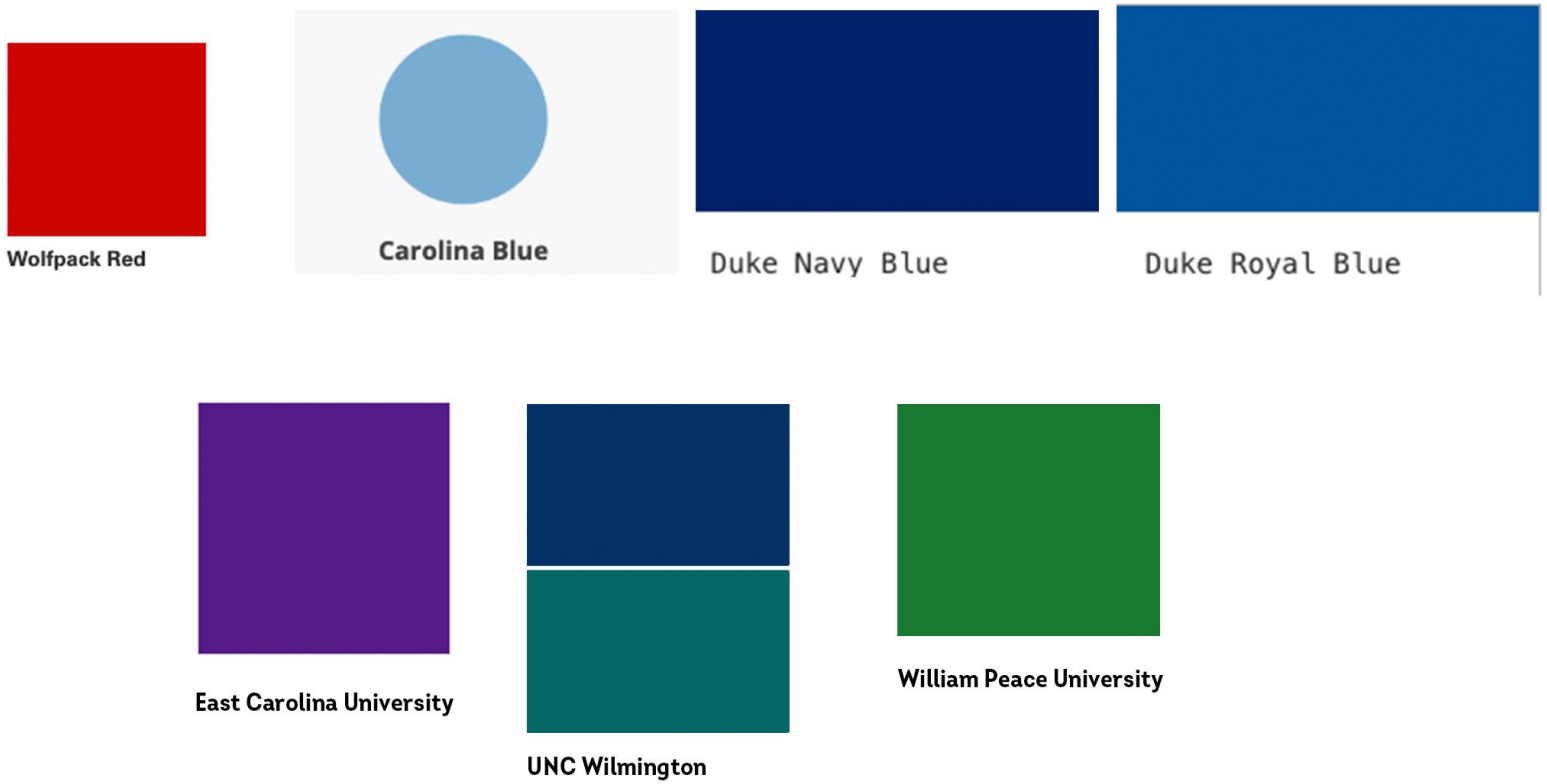
PRIMARY MAROONS



SECONDARY COLORS

OTHER COLLEGE AND UNIVERSITY COLORS TO AVOID

These colors will be rejected if used as shirt colors or as the main color of an item.



DESIGN CRITERIA

- Any verbal or visual references to Meredith College must reflect positively on the institution.
- Any reproduction of the college name must use an approved configuration of the name.
- Any reproduction of the college logos and/or symbols in the design must be accurate and must be marked with a TM or ®.
- No design that violates copyright laws or conflicts with the college's mission or policies will receive approval.
- All artwork and products must be high quality – correct spelling, accurate information, etc.

DESIGN CRITERIA

- Designs created for adults can no longer use the word “girl” explicitly or implied by abbreviation within the design.
- For example, ‘MCG’ is used as an abbreviation for “Meredith College Girl” and would not be allowed.
- Designs should promote language that represents the strength of women and eliminate general references to Meredith students as girls.

EXAMPLES OF PROHIBITED USES OF OUR TRADEMARKS

- Use of the Meredith Marks in conjunction with certain art/designs will not be approved, including but not limited to the following:
- artwork depicting the use or endorsement of alcohol, tobacco products, controlled substances or illegal drugs;
- artwork depicting the use or endorsement of firearms or other weapons;
- art depicting profanity or sexual acts;
- artwork depicting racists, sexist, hateful, demeaning or degrading language or statements; and uses that may be demeaning to individuals or institutions, including but not limited to racial, ethnic, gender or disability-related matters.

USING OTHER TRADEMARKS

- **For any items for giveaway or for sale that use other college, university or product trademarks**, permission for its use must be granted from that entities licensing or trademark office.
- Fees may be assessed by these entities to your student organization for use of their trademarks, etc.
- Communication to the organization for usage permission is the responsibility of the student organization.

COPYRIGHT CONSIDERATIONS

- All copyright laws will apply.
- When choosing a design for your imprint, you must either use a true original drawing (not a re-drawing of a well-known graphic) or obtain a license from the company/publisher of the graphic wanting to be used.
- The general rule is to avoid using anything that undercuts the ability of the copyright holder to make a profit on something that is rightfully theirs such as using the name of a product, television or movie title or all the words from a song.

EXAMPLES OF PROHIBITED USES OF OTHER TRADEMARKS

- art or a design incorporating trademarks or copyrights not owned by Meredith College unless written permission for such use is obtained from the copyright holder.

Next Steps

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- Student organizations are required to purchase from licensed vendors for all merchandise.
- A complete list of licensed vendors is available on the website of the Marketing Department. **But most of the vendors on the complete list are not set-up to work with student organizations**.
- We strongly encourage you to use the Internal Licensed Vendors list for suggestions of licensed vendors that have a history of working with Meredith student organizations.

- Merchandise for resale, even as a fundraiser for charity, requires royalties to be paid by the manufacturer. The assessment of royalties will be managed through the Meredith College marketing department.
- Designs must adhere to the design guidelines and all applicable copyright laws.

Four (4) and more weeks prior to in-hand deadline

- **Step 1**: Complete an **Imprinted Item Pre-Approval Fo**rm and attach a copy of your design.
- **Step 2**: Submit completed “Imprinted Item Pre-Approval Form” to the Assistant Director of Student Leadership and Service in 202 Cate or via email
- **Step 3**: You will receive a reply email from the Assistant Director of Student Leadership and Service no later than 3 business days after submitting the **Imprinted Item Pre-Approval Form**.

- **Step 4**: Come by the Office of Student Leadership and Service (202 Cate) and see the Office Manager to reserve a pre-sell table once your design has been pre-approved. **In order to pre-sell an item, you must post a sign at your pre-sell table stating that your design is *subject to change* (sign available in SLS office), as there may be additional changes requested from your selected vendor and/or the SLS and Marketing departments.**
- Gather quotes from licensed vendors.
- In order to gather accurate quotes, be prepared to share with the vendor: the type of merchandise you are purchasing (e.g. shirt, coozie, keychain etc.), the number of colors in your anticipated artwork, and the estimated quantity you will order.
- Inform organization treasurer of sale dates. Treasurer should coordinate financial transactions with the Office of Student Leadership and Service.

At least three (3) weeks prior to in-hand deadline

- Decide the vendor with whom you will work, submit design ideas to vendor, and work with the vendor to finalize the artwork as you wish it to be imprinted.
- Vendor will submit a proof of your desired artwork to the BrandManger online portal for final review and approval by SLS and the Marketing Department (may take up to 5 business days).
- Sell merchandise and/or gather full order to submit to vendor.
- **Note that your artwork is still subject to final approval at this point – please indicate as such on all promotional materials.**