

Trademarks and Licensing Guide

Branded Merchandise – March 2023



Queen's Trademarks

Queen's University owns a number of **protected trademarks** including logos, lockups, wordmarks, and graphics as well as trademarked words. These words are trademarks regardless of the font in which they are typeset.

Queen's University's trademarks include, but are not limited to, the marks to the right. For a complete list of trademarks owned by the university, please refer to the [Canadian Intellectual Property Office](#).

All uses of Queen's trademarks in logos or graphics, and on merchandise, signage, and external applications **must be approved by the University Relations Brand Team** through the [Trademark Use Approval Form](#).

The Queen's University sub-brands (Smith School of Business, Queen's Athletics and Recreation, Queen's Alumni, Bader College) must be consulted on any request to use their trademarks.

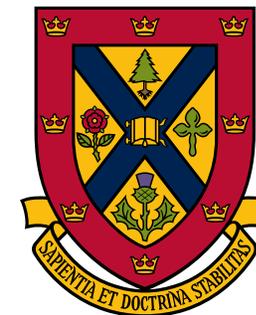
Logos and Wordmarks (current and past, all versions, orientations, colours)



Words (regardless of font)

Queen's
Queen's University
Gaels
Golden Gaels
ARC
Tricolour

Graphics



Trademarks and Licensing Guidelines

Summary

The Trademarks and Licensing Guidelines are summarized below with some illustrated in more detail on the pages that follow.

- 1 Usage of the official Queen's logo and wordmarks must follow the guidelines prescribed in the **Visual Identity Guide**.
- 2 **Trademarks cannot be distorted.** A distortion is considered to be anything other than the trademarks as registered.
- 3 **Substitutions** of elements of a trademark are **not permitted**.
- 4 The trademarks must be clear and distinct, presented in **ample open space, separated from distracting elements** and not dominated by other design elements.
- 5 The trademarks must **not be used as a design element nor may they be overprinted or combined with other designs**.
- 6 The trademarks should **not be placed at an angle nor enclosed in a shape**.
- 7 The trademarks must **not be printed on a visually conflicting background**, nor should they span two or more adjacent colour areas.
- 8 Trademark artwork may be reduced or enlarged as long as elements of the trademarks are **clear and distinct**.
- 9 Word marks, Queen's, Queen's University, Tricolour, Gaels, Golden Gaels, and ARC, among others, are trademarks regardless of font and **must appear in a solid colour**.
- 10 **Proportional changes** and photo distortion of the trademarks are **not permitted**.
- 11 The trademarks must be **reproduced with care**: coarse screening, inferior mechanical reproduction, substandard processing, or use of a low-quality original may result in loss of detail.
- 12 The trademarked words must be typeset in a **font that is a simple sans serif, serif, or athletic-style typeface**. Display, decorative, script, and some italic fonts (serif) will not be permitted.
- 13 For the trademarked word "Queen's", the **Q in the chosen typeface must be of a standard shape**, with a clear angled tail extending from the bottom right of the round. Overly stylized Q's will not be permitted. Long Q tails that emulate the swash Q in the Queen's wordmark will not be permitted. Q shapes that closely emulate the Athletic Q are also not allowed.
- 14 For the trademarked word "Queen's" in all caps, the top of the **apostrophe should be aligned** with the top of the uppercase letters. When "Queen's" is in sentence case, the position of the apostrophe should be dropped so that the middle of the apostrophe aligns with the top of the lowercase letters. The **space on either side of the apostrophe should be reduced** to be slightly less than the space between the other letters to ensure that the word holds together visually as a unit.
- 15 It is **not permitted to extract any portion of the trademarked logos or wordmarks and use them alone or in another design**. This includes the shield, crown, other shield elements, the swash Q, and the wordmark. It is permitted to use a crown as a graphic if it is not confusingly similar to the crown from the Queen's logo.

Trademarks and Licensing Process

Only officially recognized departments, divisions, groups, and individuals of Queen's University are permitted to use Queen's University trademarks once approval has been received from the University Relations Department through the Trademarks and Licensing Office. Faculty, School, Department, and Program representatives and approved licensed retailers may request permission to use the trademarks for the creation of branded merchandise.

Licensed Suppliers

Queen's identified and marked product must be obtained from a licensed supplier of the university. Trademark licensees are contracted to follow the guidelines for use prescribed in the trademark licensing agreement and in the agreement's code of conduct to ensure that the Queen's name, trademarks, and images are used in good taste and are manufactured under humane and non-exploitative conditions.

Non-exclusive licenses to manufacture and sell product bearing the Queen's marks are granted through the University Relations Trademarks and Licensing Office.

Royalties

As a matter of policy, all uses of Queen's trademarks on merchandise are subject to royalty fees (7% of net sales) unless a waiver of royalties has been issued from the University Relations Trademarks and Licensing Office. Waivers are issued on a per order basis. These royalties fall under the terms of the licensing agreement, are incorporated into the price quoted by your supplier, and are **paid by the licensed supplier to the university**.

Royalties will be waived:

- on a trademarked product that is retained by the university
- on uniforms for university faculties, schools, departments, programs, units, or teams, even if retained by the individual
- on promotional items which are paid for by the university faculty, school, department, program, or unit to promote itself and are given to prospective users of services (ie promotional mugs or pens)

Approvals

Use of Queen's trademarks must be approved by the University Relations Brand Team through the Trademark Use Approval Form.



Please review this document and the Visual Identity Guide prior to submitting your request.

Please **complete the online form** with as much information as possible and include a **mockup of the design** on the actual garment/object in each colour to be produced. Multiple items being ordered at the same time from the same supplier may be submitted together.

Following review of your submission, an email will be sent to the order submitter and the licensing supplier providing either approval or feedback for revisions when necessary.

Branded Merchandise

Queen's Logo and Wordmark

Queen's University merchandise may be created by Queen's faculty and staff for the purposes of promotion, give-away, uniform, sale, or gift. Licensed university retailers are also permitted to create branded Queen's merchandise for sale.

It is important to **create merchandise that aligns with the Queen's brand** and follows both the [Visual Identity](#) and [Trademark Guidelines](#). This is best achieved by featuring the official Queen's University logo or wordmark and [brand colours](#). Please refer to the approved logo and background [colour combinations](#) on page 6 of this guide.

Please review this Branded Merchandise Guide for detailed guidance on the creation of approved, on-brand merchandise.

Feel free to [contact](#) the Brand Team with questions or for assistance. **All designs must be approved by the University Relations Brand Team** via the online [Trademark Use Approval Form](#) prior to production.

Only [licensed suppliers](#) of the university are permitted to produce merchandise bearing a Queen's trademark.



Branded Merchandise

Lockups and Signatures

Each faculty, school, department and program has an official Queen's logo lockup or signature that combines the university logo with the unit name in a templated manner. The logo lockup is the approved graphic representation for each area of study. Wordmark lockups (without the shield) can be used when necessary.

Lockups are available via the Brand Central website and the unit-specific links provided. Please **contact** the Brand Team if you require lockups for your department or program.

- Logo lockups cannot be changed, or combined with type or graphics.
- Lockups are available in full colour (for light backgrounds), full colour reverse (for dark backgrounds), black, white, or Queen's blue. Horizontal lockups are also available.
- For left chest embroidery, it may be necessary to place the Queen's logo on the chest and the faculty, school, or program name on the arm.



Approved Background Colours

To maximize the strength of the Queen's University brand, **merchandise bearing a Queen's logo, lockup, or tertiary signagure should be created in the Queen's colours of navy, red, and gold, or neutral shades.**

This page shows the approved logo and background colour combinations.

Examples of approved garment colours:

Light Gray: Gildan Sport Gray, Ash, Gravel, Ice Gray, Graphite Heather

Gold: Gildan Gold

Dark Gray: Gildan Dark Heather, Charcoal

Natural: Canvas, Gildan Natural, Sand

Navy: Gildan Navy

Red: Gildan Red, Antique Cherry Red

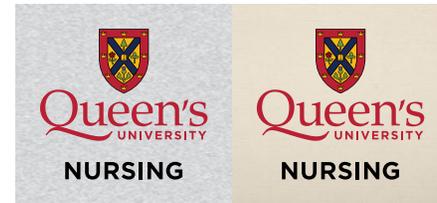
The Queen's **wordmark is permitted in a lower contrast colour combination** (ie white on light gray) for more subtle merchandise.

If an off-brand garment colour must be used (ie orange shirt day), please propose for approval.

Use the one-colour Queen's logo/lockup that provides the best colour contrast in these circumstances. Additional **special techniques and substrates** are permitted with approval.

Use the correct colour version of the logo/lockup/signature files provided in **CMYK .eps format**. Do not change the colours in the files.

Full colour logo on light backgrounds:
white, light gray, natural



Full colour reverse logo on dark backgrounds:
navy, black, dark gray



One-colour black logo on light backgrounds:
white, light gray, natural, gold



One-colour blue logo on light backgrounds:
white, light gray, natural, gold
(blue one-colour files provided upon request)



One-colour white logo on dark backgrounds:
navy, black, dark gray, red



Colours

Queen's University is widely recognized for its unique **Tricolour palette of blue, gold, and red**. These three colours used in combination are the essence of the Queen's brand and are designated as the primary colours.

The Queen's primary brand colours should be featured prominently in Queen's branded merchandise. Neutral black, white, grey, natural, and metallics can also be incorporated to balance the brighter colours.

PMS and CMYK: Print

PMS colours are determined by the PANTONE® Matching System, a tool used to consistently reproduce colours. They are utilized for jobs printed with specially matched inks. CMYK values are utilized in 4-colour process printing using cyan, magenta, yellow, and black.

RGB and HEX: On-screen

RGB values and HEX codes are used for digital or online applications including presentations, websites, social media, and digital ads.

Primary Colours

Queen's Blue PMS 295 CMYK 100, 63, 0, 67 RGB 0, 36, 82 HEX #002452	Queen's Gold PMS 124 CMYK 0, 29, 100, 1 RGB 250, 189, 15 HEX #fabd0f	Queen's Red PMS 187 CMYK 0, 100, 74, 26 RGB 185, 14, 49 HEX #b90e31
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Secondary Colours

White CMYK 0, 0, 0, 0 RGB 255, 255, 255 HEX #ffffff	Medium Grey CMYK 0, 0, 0, 40 RGB 167, 169, 172 HEX #a7a9ac	Light Limestone PMS 401 CMYK 28, 25, 28, 3 RGB 180, 174, 168 HEX #b4aea8
Lightest Grey CMYK 0, 0, 0, 5 RGB 241, 242, 242 HEX #f1f2f2	Dark Grey CMYK 0, 0, 0, 60 RGB 128, 130, 133 HEX #808285	Limestone PMS 403 CMYK 39, 36, 40, 14 RGB 144, 137, 130 HEX #908982
Light Grey CMYK 0, 0, 0, 10 RGB 230, 231, 232 HEX #e6e7e8	Darkest Grey CMYK 0, 0, 0, 80 RGB 88, 89, 91 HEX #58595b	Dark Limestone PMS 405 CMYK 49, 47, 51, 32 RGB 106, 98, 92 HEX #6a625c
Grey CMYK 0, 0, 0, 20 RGB 209, 211, 212 HEX #d1d3d4	Black CMYK 0, 0, 0, 100 RGB 33, 33, 33 HEX #212121	

Clear Space

A minimum **clear space must be maintained** around the Queen's logo or a lockup at all times in order to preserve its impact and integrity.

The clear space is defined by the **height of the lowercase "e" in the word Queen's**, extending from the furthest edges of the logo, lockup, or wordmark on the top, bottom, and sides.

No other type or graphic element may appear within the prescribed clear space, including the edge of an item.



Minimum Size

The recommended minimum sizes have been established to **maintain the legibility of the Queen's logo**. The horizontal logo should be no smaller than 1.3" wide. The vertical logo should be no smaller than 1" wide.

The standard minimum size for the Queen's wordmark, is 1" wide. For small items that allow for detailed reproduction, like pins and engraved pens, the wordmark can be reduced to .25" high (.8181" wide).



Horizontal Logo or Lockup
Queen's Logo 1.3" wide
for merchandise



Vertical Logo or Lockup
Queen's Logo 1" wide
for merchandise



Wordmark
1" wide
for merchandise



Wordmark Exception
.25" high (0.8191" wide) for small merchandise
items with detailed reproduction



Special Techniques and Substrates

While in most circumstances, the approved logo and background colours must be utilized, there are special printing techniques and substrates that can be employed.

The Queen's logo or a lockup can be **etched in glass or metal**.

Queen's logos and lockups can be rendered in **neutral metallic gold and silver in embroidery on merchandise and foil stamped** on other merchandise items.

Blind debossing on leather or paper products creates a subtle impression of a Queen's logo or lockup recessed into the substrate.

A Queen's logo, lockup, or tertiary signature can be printed on a **clear or coloured transparent item**, as long as the background when the item is empty and filled presents a fairly solid background that will successfully highlight the logo.

For some merchandise items, the available shade of blue, gold, or red may vary from the official pantone colour. These items can be submitted to the Brand Team for approval.

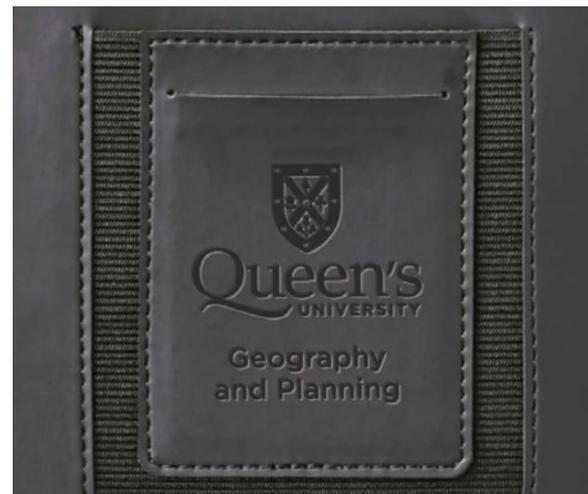
Etching



Metallics



Blind Debossing



Transparent Items



Full Colour Embroidery

To ensure the Queen's logo is being reproduced as accurately and consistently as possible, **embroidery sew-out samples must be reviewed and approved** by the Brand Team from each embroiderer.

The embroidery file must be created from the logo/lockup artwork and not recreated in type. The **proportions and proximities of all elements must remain unchanged**.

The **recommended size** for the full colour logo in a left chest position, is approximately 3.25".

The **thread colours must match the brand colours** listed below as accurately as possible. Note that the green and brown threads used must be dark enough to contrast the gold.

	Queen's Red	PMS 187 CMYK 0, 100, 74, 26
	Queen's Blue	PMS 295 CMYK 100, 63, 0, 67
	Queen's Gold	PMS 124 CMYK 0, 29, 100, 1
	Clover	PMS 7496 CMYK 35, 0, 100, 37
	Thistle	PMS 668 CMYK 65, 72, 8, 18
	Earth	PMS 7505 CMYK 23, 48, 69, 38
	Black	CMYK 0, 0, 0, 100

Full Colour Reverse Vertical Logo Sew-out approx 3.25"

A black running stitch should outline both sides of the red shield frame as well as the book and spine. No other black outlines should appear.

A thicker white outline should surround the shield.

Full Colour Vertical Logo Sew-out approx 3.25"

A black running stitch should outline both sides of the red shield frame as well as the book and spine. No other black outlines should appear.



One-colour Embroidery

To ensure the Queen's logo is being reproduced as accurately and consistently as possible, **embroidery sew-out samples must be reviewed and approved** by the Brand Team from each embroiderer.

The embroidery file must be created from the logo/lockup artwork and not recreated in type. The **proportions and proximities of all elements must remain unchanged.**

The **recommended size** for the one-colour logo in a left chest position, is approximately 3.25".

When the logo must be rendered at a smaller size that does not allow for a satisfactory rendering of the shield, a **wordmark or wordmark lockup can be used.**

A wordmark lockup may also be ideal for lockups or tertiary signatures with long department names that would result in too large an embroidery when the shield is included.

**One-colour Vertical
Logo Sew-out
approx 3.25"**

**One-colour
Wordmark Sew-out
approx 3.25"**



Product-specific Guidance

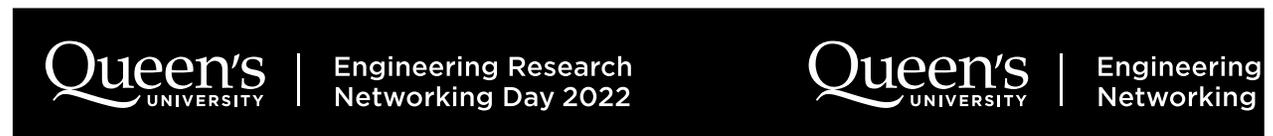
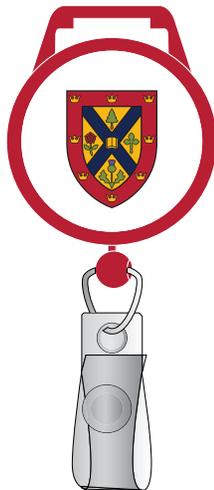
Lanyards

The recommended artwork for Queen's University Faculty, School, Department, Program, and Event lanyards is a **wordmark lockup or tertiary signature**.

Given that lanyards run vertically, the full logo lockup/signature with the shield cannot be used in this application.

Clear space (equal to the height of the lowercase "e" in "Queen's") must be maintained between the top and bottom of the lockup and the edge of the lanyard. Ample space must be left between repeated lockups.

For lanyards that include a circular decal, the **Queen's shield** sized and cropped for use in a circle, can be requested from the Brand Team.



Pens

Branded pens can feature typography, the Queen's University wordmark, or the Queen's horizontal logo in the right conditions.

Faculty, School, Department, and Program names and information should be set in the brand font **Gotham Screensmart**. Many suppliers have the license to the brand font, but the Brand Team can also provide the typography for pens upon request.

A **wordmark** can be applied to pens at a reduced minimum size of .25" high when a process like engraving is used that can successfully reproduce this level of detail at a small size. Past engraving examples may be requested for reference.

On larger pens, a full **horizontal logo** may be applied at the minimum width of 1.3" wide when reproduction quality and clear space can be maintained.



Wordmark Minimum Size Exception
.25" high (0.8191" wide) for small merchandise items with detailed reproduction



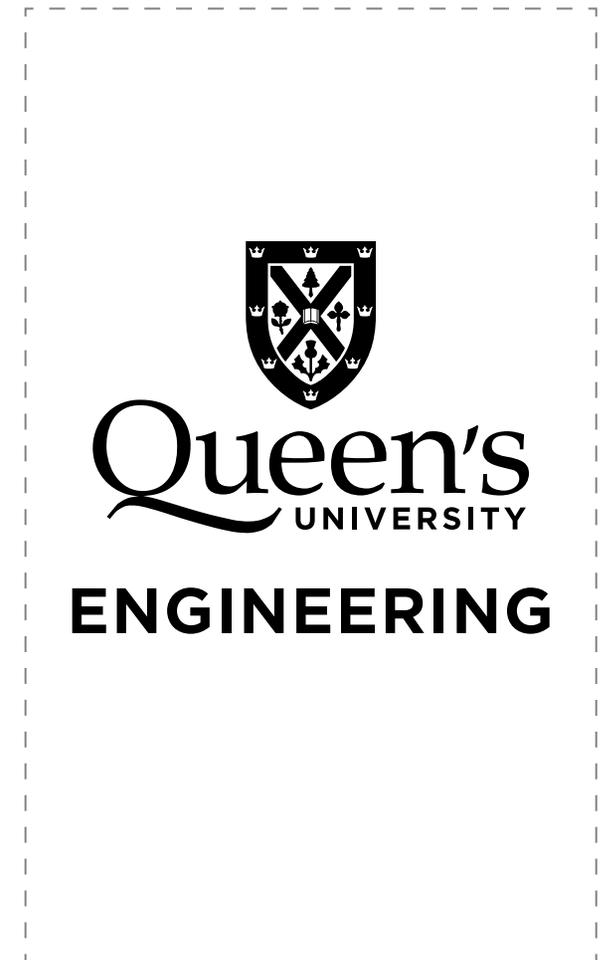
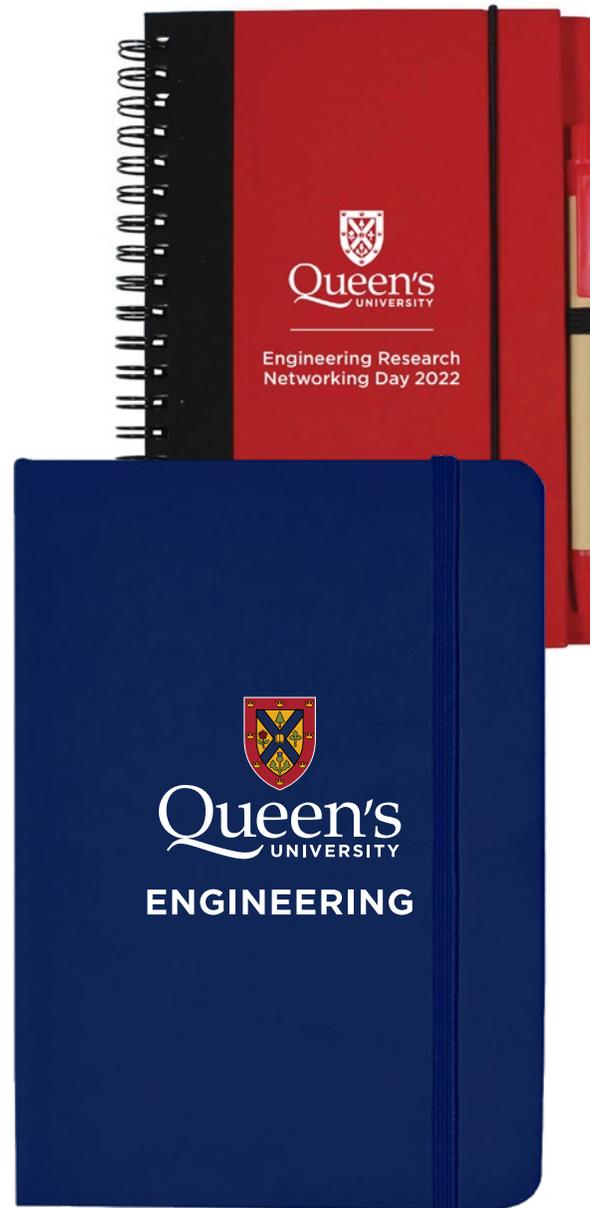
Horizontal Logo Minimum Size
1.3" wide

Notebooks

Notebooks can be branded with a Queen's logo, lock-up, tertiary signature, or wordmark. Choosing a notebook colour that matches the approved Queen's brand and neutral colours is ideal. For some merchandise items, the available shade of blue, gold, or red may vary from the official pantone colour. These items can be submitted to the Brand Team for approval. Metallics and other substrates like leather, may also be permitted.

When positioning a logo or lockup on a notebook, **ensure that the required clear space is retained and leave sufficient space to avoid elements like binding or elastics.**

Given the bottom-heavy nature of the logo and lockups, **the graphic should be positioned higher than actual centre to appear visually centred.**



Notebook Size: 5" wide x 7" high

Print Area: 3" wide x 5" high

Lockup Size: 2.5" wide (position above centre)

Water Bottles

Water bottles are usually a slim cylindrical item. Branding can be applied in a vertical or horizontal orientation.

A Queen's logo, lockup, or tertiary signature that includes the shield cannot be rotated vertically. It is permitted to **run a Queen's wordmark or horizontal wordmark lockup (without the shield) vertically from the bottom to the top** of a water bottle.

Alternatively, **a full vertical Queen's logo, lockup, or signature** can be printed upright on a water bottle.

When printing on a tapered bottle, **position the graphic at the top of the print area** to appear centred on the bottle.

The full graphic should be visible from the front without having to rotate the item.



Print Area: 6.5" wide x 3" high
Lockup Size: 2" wide x 1.79" high
(positioned at the top of the print area to appear centred in a tapered-neck water bottle)

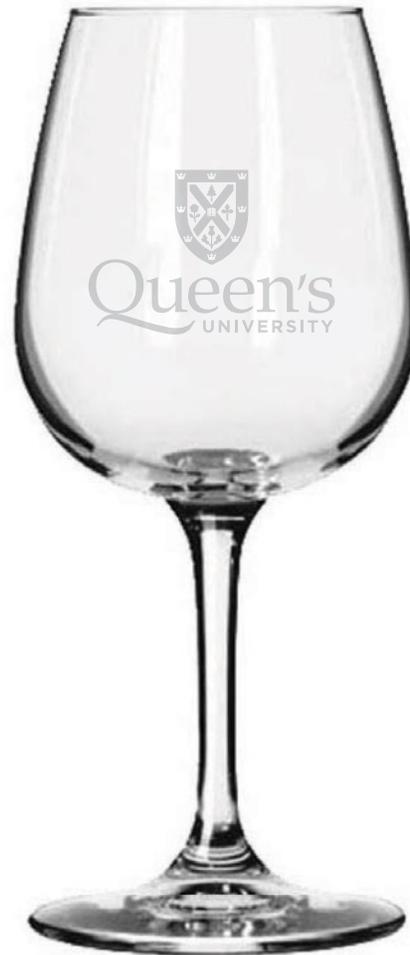
Glassware

When printing a Queen's trademark on glass, an **etching technique** may be employed. Options include a true deep etch or a more surface-level satin etch.

A **white logo** can be printed on glass when the container will often be filled with a dark liquid that will create contrast when in use.

When printing logos and lockups on cylindrical containers, **the full graphic should be visible from the front** without having to rotate the item.

Please note that it is not permitted to apply a Queen's trademark (logo, lockup, wordmark or trademarked university name) to shot glasses.



Uniforms

Medical scrubs, chef's jackets, and other uniform garments can be embroidered or screen-printed with a Queen's logo or lockup.

While a logo or lockup on the left or right chest is the ideal solution, **the text portion of a lockup can be separated from the logo and embroidered on the arm** when the lockup text is too long or the resulting graphic too large.

If personalization is required, this text is best placed on the arm in Gotham

Screensmart Medium title case at a font size equal or smaller than that in the lockup.

If a name and title are required on the front of a garment, a **template that combines the Queen's logo and a name and title in a templated manner** can be requested from the Brand Team. The proportions and proximity of the type to the logo cannot be altered.

Name font size should remain consistent regardless of the length of each name.



Personalized Jackets

When personalizing jackets or other long-sleeve garments with a Queen's faculty, staff, grad student, or medical resident's name, the **ideal location for the personalization is on the arm**, away from the logo, lockup, or tertiary signature.

The recommended size for an embroidered logo lockup is a width of 3.25" (measured by the word "Queen's"). With a lockup of this size, the personalized type on the arm should be set in Gotham Screensmart Medium in title case, at a **font size of 28pt.**

For a smaller or simpler embroidery option, a wordmark lockup can be employed.

The recommended minimum size for an embroidered wordmark lockup is a width of 3" (measured by the word "Queen's"). With a lockup of this size, the personalized type on the arm should be set in Gotham Screensmart Medium in title case, at a **font size of 26pt.**

Name font size should remain consistent regardless of the length of each name.



Personalized Vests

A template has been created for use on embroidered vests personalized with a Queen's faculty, staff, grad student, or medical resident's name. **Templates can be requested from the Brand Team** for use in merchandise orders.

This template combines a vertical wordmark lockup with a line at a distance of 1.5 times clear space (with clear space measured by the height of the lowercase "e" in "Queen's"). At the recommended **wordmark width of 3"**, the name text is set in Gotham Screensmart Medium at a size of 20pt, with 10pt tracking.

Name font size should remain consistent regardless of the length of each name.

