Creating a Class Logo

Creating class identity is an important element of marketing for your class. The class logo is the most visible component. Generally, the class logo will be automatically revised in April of Year 3, adding the upcoming reunion dates to the bottom of the existing logo. Your Class & Reunion Programs staff contact will provide you with the recommended change and ask for your approval.

An example of these changes are:

<table>
<thead>
<tr>
<th>Original Logo</th>
<th>Reunion Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Original Logo" /></td>
<td><img src="image2.png" alt="Reunion Logo" /></td>
</tr>
</tbody>
</table>

If the class chooses to create a new logo, please use a university-approved designer. Your Class & Reunion Programs staff contact can provide you with contact information.

However, if you have a classmate who would like to design or alter your class logo, certain specifications must be met for printed and electronic publications:

- All logos must be saved in three formats: jpeg, eps and tif. Send all three to your Class & Reunion Programs staff contact
- Art created in non-graphical design programs (e.g. Word) or copied from the Internet may require design time and art charges to convert them to usable graphical formats
- All images should be provided in 600 dpi resolution
- All images should be either black and white or two color
- The official Cornell red is Pantone 187

Keep in mind that paying the designer, as applicable, can be complicated. The sooner you let your Class & Reunion Programs staff member know that you are interested in doing this, the easier it will be for all involved.
Imprinting Logos and Other Artwork on Souvenirs

- Generally, souvenirs are “spot color” decorated rather than four color processed. Art used for the souvenir must be editable and layered so colors can be separated.
- Text of artwork must be converted to outline and the screen and printer font files must also be submitted.
- Always provide the artwork you anticipate using on an item when requesting a quote. A vendor can then consider the suitability of the design as well as the art format before quoting. Be sure to ask the vendor if the art is suitable for the decoration method requested and if there are any suggestions.
- Use of TM: When using the word “Cornell”, the Cornell emblem, the Bear, or any other symbol/letter representing Cornell such as a large “C”, a “TM” is required. See below for examples of how the TM should be included.
- Your request to use the Cornell name or logo on a souvenir must be submitted to your Class & Reunion Programs contact for university approval. Producers of Cornell memorabilia and related products must be licensed by the Collegiate Licensing Company or authorized by Cornell. A copy of the approval (including artwork) must be presented to the manufacturer before items are ordered.

<table>
<thead>
<tr>
<th>Cornell Emblem w/ TM</th>
<th>Bear with TM</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Cornell Emblem w/ TM" /></td>
<td><img src="image2" alt="Bear with TM" /></td>
</tr>
</tbody>
</table>