To all University faculty and staff members:

Last December, a new graphic identity for the University was introduced. I believe that this logo reflects the national and international stature of this great institution. It is a symbol of our tradition, our academic integrity, and our excellence.

Throughout this year, I have spoken again and again of the excellence that is The Ohio State University. I believe that this is the common standard that joins us together as a University community. Ohio State has enhanced its quality through hard work and dedication by you, our faculty and staff members. It is your creativity, commitment, and efforts that allow us to reach new heights of achievement.

As we end the 1986-87 academic year, I want to thank you for your service to this University. I hope that you will be as proud as I am to wear the logo pin, representative of our distinguished past and our dynamic future.

Thank you.

Sincerely,

Edward H. Jennings

EHJ/ctb
Enclosure
Ohio Agricultural and Mechanical College,

Columbus, Ohio, Dec. 31st, 1874.
Columbus, Ohio, 1875.
Ohio State University.
President's Room.
Columbus, O., 1879.
Board of Trustees:

T. J. Godfrey, President Celina.
D. R. Voss, V. Prov Newark.
J. A. Frey, Dean of College Sammard.
J. W. Miller, Columbus.
T. Ewing, B. J. Hoes, Springfield.
J. H. Anderson, Columbus.
J. H. Jensen, Galion.

EXECUTIVE COMMITTEE:

T. Ewing Miller, Chairman.
T. Ewing Miller, Secretary.
L. E. Wing.

Alex Cope, Secretary Columbus.

April 27, 1855.
COLUMBUS, April 3rd, 1897
OHIO STATE UNIVERSITY
Alexis Coxe, Secretary.
Columbus, March 16, 1899.
THE OHIO STATE UNIVERSITY

GOLDSMITH

GOLDSMITH

April 27, 1925
November 4, 1969
Patents will gain royalties for OSU

By Susan Matthews

Ohio State is now in the process of registering the University seal, and other references to the University, such as "The Ohio State University," "OSU," and "Buckeyes," with the U.S. Patent Office, Charles R. Gambs Jr., director of the University's contract office, said.

This will enable the University to have more control over the use of references to Ohio State, as well as obtain royalties which would be put into the scholarship fund, Edward Q. Moulton, vice president for business and administration, said.

Gambs said the process of registering the seal and names with the patent office began in December, 1973 through the University's patent counsel, Sidney W. Millard.

IN A FEW WEEKS, Gambs said, the University should be receiving a certificate from the patent office saying the seal and names have been registered.

Moulton said the University has just begun contacting companies, but this policy could go to extremes with notebook and T-shirt manufacturers.

Moulton said the University is interested in signing contracts with manufacturers where the University could get some royalty without significantly affecting the price of the item.

All three High Street jewelers agreed that paying the University royalty would increase the cost of rings.

TOM GLASS, owner of the L.G. Ballfour Co. franchise, said the royalty will add 10 per cent onto the cost of the rings.

Glass said one ring now selling for $115 will sell for over $130 after taxes and the University's royalty.

Tom France, owner of France Jewelers, said his manufacturer will add ten per cent royalty onto the price he pays for the ring, which will "simply be passed onto the students."

Moulton added that the policy is in the experimental stages and he doesn't know how much money the University will make from the royalties.

A REPRESENTATIVE from the J. Jenkins Sons Co., Inc., which supplies rings for France Jewelers, said his company had signed a contract with the University, but wouldn't give any details.

Parke Davis, marketing head for the John Roberts Co., which supplies rings for Long's and SBX, said their company will not sign a contract with the University.

Davis said the University had contacted the company this summer, told them of their intent to copyright the seal and names, and asked the company to submit a proposed royalty that they would pay the University.

AFTER LEGAL review, Davis said the company told the University that "John Roberts will not be a part of this."

Davis said the company would not be a part of it because "it's not morally, ethically, or legally right."

Jack McCaffrey, sales manager of the college division of Herff Jones Co., which also supplies Long's, said the University asked them to recommend a figure for a possible royalty, but the company has not answered their request.

"We're not going to do it," McCaffrey said.
Royalty payments may cost students

By Candae Hughes

Students who decide to buy class rings, T-shirts and notebooks will be hit the eventual losers if manufacturers agree to pay royalties on products with Ohio State's name imprinted on them.

"The Board of Trustees approved a resolution in their September meeting to control how the University's efforts to control how its name is used," said Dr. Rodney J. Harrison, director of student financial aid.

"If anyone should profit from this royalty revenue, it should be the students," said Eric R. Gilbertson, special assistant to President Enarson.

University administrators have discounted the effect of the price increases, saying that Ohio State is only a small part of the market for these items.

"SWEATSHIRTS and T-shirts with the University's name on them are sold throughout the country," Gilbertson said.

However, Robert Riley, a representative for VelvaSheen Manufacturing, which supplies T-shirts and sweatshirts for Long's Book Store, Student Book Exchange (SBX) and the University Bookstores, said that "these three stores comprise 70 to 80 per cent of our business," dealing with Ohio State items.

Riley said his company will add 10 per cent, the amount of the royalty, to the selling price of the item and the book stores will in turn add it to the retail price.

Terry O'Hara, vice president and general manager of W. C. Bunting Co., in East Liverpool, which supplies ceramic mugs and ashtrays with Ohio State's name and seal on them said 100 per cent of his sales of these items are through Long's, SBX and a university area drug store.

"VIOLENTLY disagree that these products have a large market outside the University," O'Hara said.

The University's name and seal were registered with the U.S. Patent Office to control the use of Ohio State's name so it wouldn't be used on toilet seats and whiskey decanters, Edward Q. Moulton, vice president for business and administration, said.

However, the University itself has sold these items. Drake Union Bookstore has sold toilet seat covers with the University seal on them and whiskey flasks bearing Ohio State's name, but they were sold out and not reordered last fall, Martin Richards, manager of University Bookstores, said.

The trademark or name of the University was officially registered with the U.S. Patent Office Dec. 31, 1974 and registration of the University seal was completed March 4, 1975.

"A TRADEMARK IS a name, word or symbol and is good forever but the owner of a trademark must prevent it from being misused by others," said Sydney W. Millard, the University's patent counsel.

When asked if the manufacturers of notebooks which use the University's name or seal on the cover have been asked to make royalty payments, Gambs said, "There are various reasons for the registration of the University's name.

"Manufacturers who use the University's name to increase the saleability of an item are being asked to sign licenses with the University.

"The glasses for beer sold in Drake Union which bear the University's name are an example of something the University uses in its official business."

WHEN ASKED about progress in negotiations with manufacturers to get some royalty without affecting the price of the merchandise, Gambs said, "This depends on how the manufacturer wishes to price his product."

James Clucus, general manager of Long's Book Store, said, "The requested royalty payment will be reflected in the retail price of the product."

"The University's name is a matter of pride for students and alumni. Alumni across the country who want products with the University's name on them will have to pay the royalty."

"Students will never be able to afford to buy rings now with the extra amount for royalty tacked on," said Tom Glass of L. G. Balfour Co. said.

The John Roberts Co., which supplied rings for the University Bookstore along with Josten's, another ring company, is no longer carrying rings for the store.

"THE JOHN ROBERTS Ring Company has not signed a license to use the University's name on its rings as of yet," Gambs said.

The two companies contacted which supply T-shirts and ceramic mugs and ashtrays with Ohio State's name on them are investigating the University's royalty requests, from a legal standpoint.

The attorney for W. C. Bunting is investigating the matter, O'Hara said, adding that he thinks Ohio State is on "shaky ground legally."
Through the efforts of a University-wide Logo and Letterhead Committee and the Office of Public Affairs, the University letterhead and envelope system has been redesigned. This stationery, samples of which are attached, is now available through the University's Printing Facility.

This new letterhead incorporates a new University logo, which has been designed to be easily recognizable and reproducible. The cost of both the envelopes and stationery will remain about the same as before—in some cases less.

As is the current practice, University stationery and envelopes are available for use by officially designated academic and administrative offices of the University. The policy of not printing names of individuals on University stationery continues, regardless of the source of funding.

You should use the existing supplies of stationery before ordering the new stationery. I would also suggest that this would be an appropriate occasion to review the stationery you presently have available within your area to see if you can effect some reduction of the number of different letterheads, especially when located within the same building.

Persons having questions regarding the ordering or production of the new letterhead may contact Mr. James Zimmer or Mr. Richard Izzard at the Printing Facility, 2500 Kenny Road, telephone 422-3450.

EQM/bh

Attachments
OSU logo sales fund scholarships

By Brenda Russell
Lantern staff writer 10–5–82

Before the eager student plucks a bright-colored backpack from the bookstore shelves he may want to carefully select the brand. Choosing the magic brand may mean more scholarship money for OSU.

Manufacturers of notebooks, T-shirts, backpacks, and other products that use the OSU mark are required to pay royalties to the university. The OSU Board of Trustees agreed Friday to set up a scholarship fund with that money.

The fund received $50,000 from the Name and Seal Licensing Program, which has regulated the use of OSU's name and seal since 1974. The licensing program attempts to ensure that the name and seal does not appear on products that reflect unfavorably upon the university.

Phyllis Morton, administrative associate in the Office of Business and Finance, said the $50,000 will be placed in an account and the interest on that money will be used for scholarships.

Morton said the details on the availability, amount, and frequency of the scholarship have not been determined.

She added that the amount of royalty income varies greatly from year to year because legal expenses to protect the OSU mark must be taken from the royalties account.

"Only products made by manufacturers who signed an agreement with OSU are legal," Morton said. "Vendors have been known to violate this arrangement and we are constantly having to go to court over it. We just have to get tough."
Buckeye logo means big business for OSU

By Leisa McKenzie

Anne Chasser's office is a Buckeye fan's dream. Her shelves are lined with stadium blankets, baby booties, mugs, t-shirts, stuffed animals and buttons all marked with some type of emblem representing Ohio State.

She has so much Buckeye merchandise that she has to rotate the items displayed on her shelves.

To Chasser, the Buckeyes mean big business. As licensing program coordinator for Ohio State's Office of Contracts Administration, Chasser reviews products on which manufacturers want the University's name.

In 1974, the Board of Trustees implemented a licensing program controlling the use of the University's name and seal. The licensing procedure ensures that the name of the University will be used tastefully.

Any mark that is identified with the University falls under the program. Marks such as "OSU," "Brutus Buckeye" and "Go Bucks" are registered with the U.S. Patent and Trademark Office and the Ohio Secretary of State.

Under the licensing program, manufacturers must show a prototype of the product or the product itself before authorization is given, according to Chasser. After authorization is granted, the University receives a 5 percent royalty on the net sales of clothing and a 10 percent royalty on the net sales of non-clothing.

"Good taste is a judgment call," Chasser said. "There is no set standard, but some of the products we will not license are toilet seats, toilet paper, and alcoholic beverages.

"We had one manufacturer who wanted to make Buckeye Beer, but that idea was turned down," Chasser said.

Currently, 200 manufacturers are licensed through the program. According to Chasser, ideas for products are limited only by the extent of these manufacturers' imaginations.

Some of the more unusual items that have been licensed by the office are OSU popcorn, OSU paperclips, the Official Buckeye Candybar and a baseball cap adorned with hands that clap when a string is pulled.

Retailers are asked to cooperate with the licensing procedure by buying only from licensed manufacturers. To aid the retailers, lists of licensed manufacturers are given to them.

In addition to enlisting the help of retailers, contracts administration staff shop local stores looking for unlicensed products. If they find any unlicensed items, Chasser contacts the manufacturers to make them aware of the licensing program.

"If a manufacturer refused to license the product, we would pursue the matter in court," Chasser said.

An added benefit to licensing the University's name is that the money generated from the program is donated to student scholarships.

In 1981, the Name and Seal Endowed Scholarship Fund was established when $20,000 was donated to student scholarships. Since then, more than $100,000 has been donated to the fund. Interest earned by the fund is used for the scholarships.

The Office of Student Financial Aids on Sept. 30 awarded the first 10 student scholarships from the fund.
We are compiling a directory of American university team names. We would appreciate it if you could answer the following questions concerning your university.

<table>
<thead>
<tr>
<th>University</th>
<th>The Ohio State University</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Columbus, Ohio 43210</td>
</tr>
<tr>
<td>Team Name</td>
<td>Buckeyes</td>
</tr>
</tbody>
</table>

Other forms of Team Name (e.g., Arkansas' Razorbacks also called Hogs) "Bucks"

<table>
<thead>
<tr>
<th>Year Team Name Adopted Officially</th>
<th>Year University founded</th>
<th>Previous Team Name or Names (if any)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1950, but see below.</td>
<td>1870</td>
<td></td>
</tr>
</tbody>
</table>

Significance of Team Name(s)

The Ohio Buckeye Tree is identified with our State and the buckeye leaf has been a part of our University Seal since 1871. The team name evolved from identification with the buckeye in Ohio.

Historical Background of team name

According to pioneer historians Ohio may have been known as the Buckeye State and Ohioans known as "Buckeyel as early as 1788. The buckeye tree which is native to Ohio, gave to the State the nickname of the "Buckeye State." The Indians called the buckeye, "Hetuch," their name for the eye of the buck deer, because of the striking resemblance of the seed, both in color, shape, and appearance to the eye of the buck.

In 1950, Milton Caniff, artist, cartoonist, and 1930 graduate of The Ohio State University designed a University Emblem. It was to be used wherever appropriate in connection with athletics. It is used also by the band as you can see in the attached photocopies. The term "Buckeyes" for the Ohio State University teams was in use much before 1950.

It was not until October, 1953, that a law was passed which adopted the buckeye as Ohio's official tree.
<table>
<thead>
<tr>
<th>Team Colors</th>
<th>Scarlet and Gray</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mascot</td>
<td>Brutus Buckeye</td>
</tr>
</tbody>
</table>

Any other significant information concerning team name (e.g., special phrases such as "hook 'em Horns", The Four Horsemen, that are presently or have at some time been associated with the team).
THE OHIO STATE UNIVERSITY TEAM EMBLEM

The rubbing pictured below is taken from the cover of *Script Ohio* 1965, a yearbook of the Ohio State University Marching Band. The coloring is as follows: Background for whole emblem - gray.
Buckeye Leaf - red
Inner circle - red
Outer circle - white
Letters - white
OSU logo gives students a hand

By Melissa M. McCoy
Lantern staff writer

If a company wants to use one of the trademarks, it must register through the Licensing Program and then agree to pay a royalty to Ohio State, said Rife. In 1974, Ohio State was the first university in the country to have a licensing program, she said.

Rife said about 300 licensees are registered with the university. The trademarks include the official OSU logo and slogans such as “Buckeyes,” “Go Bucks!, Block “O” and “Brutus Buckeye.”

Rife said the university carefully guards its trademarks and each quarter evaluates licensees to make sure they are paying the correct amount of money for use of the OSU logos on their products. Vendors pay 6.5 percent of the wholesale cost of the goods to Ohio State.

Siehl said OSU staff sometimes try to find vendors distributing unlicensed Ohio State products. She said they warn the vendors at first that they are illegally distributing materials and then offer them the opportunity to license with the program.

“Some people just don’t know about our program, so we like to give them a chance,” Siehl said.

If a vendor continues to sell unlicensed material, legal action is taken, she said.
On February 18, 1977, President Harold L. Enarson gave final approval for a new logo and letterhead for The Ohio State University following a year-long study by the Logo and Letterhead Committee in conjunction with a design consultant.

The Committee's goal was development of a general logo for University-wide use to replace the myriad of logos and other devices presently used by the 17 colleges and approximately 130 schools, departments, academic faculties, and divisions that make up the University. The primary purpose of this effort was to give the University a more consistent image and to make recognition and recall of the University an easier function.

With the exception of the University Seal, no logo previously existed for the entire institution. The seal was designed and will remain as an official item to be used on diplomas and other official documents of the University and for other special purposes. While Ohio State has attempted to use this seal as a logo, its complexity and detail make it difficult to recall and reproduce, and its age renders it ineffective in reflecting the University's present-day diversity.

Because the official seal does serve a legitimate and necessary function, it was not the Committee's purpose to redesign it but to develop a more general and suitable device which would enhance the visibility of the institution. The new logo is to be used in applications in which the use of the formal University Seal is inappropriate.

A design consultant, Richardson/Smith, advised the Committee on the development of a logo and letterhead and on the development of guidelines for the use of these items.

After a thorough investigation, the Committee recommended the use of the letters "OSU" in the design of the new logo. This decision was derived from two factors: the official name of the institution "The Ohio State University" is difficult to use where quick recognition is necessary, and most highway signs, newspaper headlines, and the like now commonly use the abbreviation OSU when referring to the University.

The Committee also stipulated that the logo always must be accompanied by the words "The Ohio State University," that it must be reproducible in both one and two colors, that it be clearly readable, and that it be adaptable for sizes ranging from a small business card to that needed for large campus signage.

The Committee's primary application of the logo was for letterhead and envelopes. The previous letterhead, although standardized, had several shortcomings. The seal at the top of the page was difficult to reproduce. The old design did not clearly establish a margin to use in typing the letter. It was difficult to obtain readable facsimile copies from the letterhead. And envelopes presented a special problem — they had to be printed on two sides, thereby adding greatly to the cost.

This guide explains the policies now in effect for the use of the University's new logo and provides information for the preparation of various types of printed materials used by Ohio State faculty and staff. All policies mentioned in the guide apply to all campuses of The Ohio State University.
Letterhead and Envelopes

The first application of the logo is on letterheads (right) and envelopes (below). The new design presents several advantages, including lower costs, higher readability, quicker visual identity of the institution, and simplicity of address information.

University stationery was standardized many years ago, with more than 800 versions of the official letterhead published on a regular basis for all of OSU’s offices. Each office’s address must appear on its letterhead and envelopes, according to U.S. Postal Service regulations. Present stationery supplies, when depleted, should be replaced with the style of letterhead shown here.

Letterheads and envelopes should be purchased only through the Printing Facility, 2500 Kenny Road (or through Purchasing, 842 Lincoln Tower, if a special format is needed).

Guidelines

To assure continuation of the University’s policy of standardized letterheads, the following guidelines are necessary:

1. The official letterhead must be printed on 20-lb. white, non-rag bond, 8½ X 11 inches.
2. Envelopes should be in the standard sizes of No. 6¾, computer size, No. 9, No. 10, and No. 11, manufactured with a 24-lb. white wove stock.
3. Letterhead and envelopes should be printed in two colors, with the OSU portion of the logo being printed in official OSU red ink (PMS Special Color — 12 parts Warm Red and 2 parts Rubine Red). All other information must be printed in black ink. Special one-color letterheads will be considered on an individual basis.
4. No University letterhead may contain the names of individuals. This long-standing University policy will continue without exceptions.
5. The letterhead should be printed on paper containing the official seal of the University in watermark form. (Exceptions would be letters mass-produced with pre-printed signatures, etc.)
6. The position of the letters “OSU,” the words “The Ohio State University,” and address information must always appear in the locations shown on the letterhead and envelope examples.
7. Information at the top of the letterhead (upper right hand corner) may only include (a) name of the unit for whom the letterhead is being printed (b) room number and name of building (c) building street address (d) city, state, and zip code (e) telephone number with area code. With the exception of the telephone number, the same information must appear on the envelope.
8. If a department name appears on a letterhead, it is not recommended that the name of a major parent unit (college, school, etc.) appear on a letterhead unless absolutely necessary. Exceptions will be considered on an individual basis.
9. No other symbols or devices should appear on the letterhead.
10. The name of the University, department, or office name must be set in 9 pt. Helvetica medium, as shown. The name of the University shall always be in the same size and weight as the department name. All other address information and the telephone number are to set in 9 pt. Helvetica regular.
11. The department and budget account number for postage should be printed on the lower left hand corner on the front side of envelope.
12. Letterhead and envelopes are permitted only for officially recognized colleges, schools, offices, departments, divisions, and academic faculties.

Requests for exemptions to any of the above restrictions must be submitted to the Vice President for Public Affairs.

The Ohio State University

Department of Anything
100 Anywhere Hall
1001 Any Avenue
Columbus, Ohio 43210

Reference dot

OSU Employees
The Ohio State University
Columbus, Ohio 43210
Camera-ready Logos

The Ohio State University
The Ohio State University

To use these logos, simply cut them from this page and use in your camera-ready paste-up or supply a copy to your printer. Please refer to the University's official guidelines before using the logo. Note that the words "The Ohio State University" may be used in either regular or medium weight. The letters "OSU" always must be at least twice the height of the tallest letter in the words "The Ohio State University."

Use "OSU Red" ink for the "OSU" portion, where possible. (Copyright pending.)
effective ways to provide emphasis to the name in publications with uppercase, rather than using all uppercase letters.

The name of the University should never be set in all lowercase type (the ohio state university) on official University-sponsored publications.

### University Seal

The official seal of The Ohio State University was designed originally as a device to be embossed in either wax or foil upon diplomas and other official documents of the institution.

Where possible, University offices should substitute the use of the new logo for the use of the official seal of the institution. Attempts to use the seal as an identifying symbol are rarely successful, especially in diameters less than two inches. The interior type and detail were not intended for this purpose when the seal was first developed by Joseph Sullivant in 1871. The present seal was redesigned and adopted by the Board of Trustees in 1940 and revised in 1952. Its use should be limited to certificates, legal documents, diplomas, and items of an equally substantial nature.

### Official University Name

The official and legal name of the institution is "The Ohio State University." Any documents or publications communicating programs of the University should use this name on the cover in a clearly readable size. This recommendation applies whether or not the letters from the logo, "OSU," are being used.

It is not appropriate to use alone such words as "State University," "State of Ohio University," "Ohio State Bucks," etc. Shortened versions of the official name may be used throughout the copy of a publication (except in the cases where official campus addresses are listed). In these instances, the full legal name of the University should appear first in the copy. Shortened versions are "Ohio State," "OSU," "The University," and "Ohio State University."

The name of the University should not be typeset in all uppercase letters (THE OHIO STATE UNIVERSITY), but rather should appear in upper and lower case when used on the covers of and within printed publications. Bold-face type or underlining are

### Presidential Crest

The Presidential Crest was adapted from the University Seal and should not be used without the permission of the Office of the President.

Uses of the Logo

The new OSU logo was devised for compatibility with present publications of the University, with the new signage program, and with the new graphics being used on University vehicles.

In most cases where it is appropriate to use a symbol to represent the University, the logo should be used. The entire logo (the letters "OSU" and the words "The Ohio State University") should appear on all University publications and printed materials that represent the teaching, research, or public service functions of the University. It also will likely be used as identification on other University-related items, i.e., sweatshirts, notebooks, etc.

Shown here are examples of the entire logo used on the back covers of several different University publications.

When used on the back cover, the logo should be accompanied by the name of the office, college, department, school, or division sponsoring the publication; the room number and building, street address, zip code and, where possible, telephone number including area code. The name "The Ohio State University" always must appear before the other address information, as shown in the examples.

If two colors are being used on a publication and if the second color is not red, the letters "OSU" may be printed in the second color, rather than in red ink. It is recommended that the words "The Ohio State University" and the address information be printed in the most legible and readable of the two ink colors.

It is possible to reverse out the logo so that it appears in the color of the background.

## Official University Name

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The name of the University should not be typeset in all uppercase letters (THE OHIO STATE UNIVERSITY), but rather should appear in upper and lower case when used on the covers of and within printed publications. Bold-face type or underlining are
The University Logo

People who come in contact with The Ohio State University form impressions that often serve as the basis for opinions and attitudes. Often this contact first occurs through printed materials — letters, publications, signage, etc. For these reasons, it is important that the University’s visual materials project an image that is clear, consistent, and easily remembered. This is why Ohio State has adopted the use of the letters “OSU.” These letters have been in common usage since before the turn of the century, and are easily recognized throughout Ohio and the Midwest.

To insure, however, that no confusion arises between Ohio State and America’s other two major OSU’s (Oklahoma State University and Oregon State University), the letters always should be accompanied by the words “The Ohio State University.” Hence, the University’s official logo combines the letters “OSU” and the words “The Ohio State University.”

To provide maximum flexibility, however, the position of the letters “OSU” and the words “The Ohio State University” may be varied, as shown in the accompanying examples. Camera-ready copies, in addition to those shown on page at right, of the logo may be obtained from: University Publications, 1100 Lincoln Tower, 422-2720; Printing Facility, 2500 Kenny Road, 422-3450; or from Purchasing, 842 Lincoln Tower, 422-5468.

The portion of the logo depicting the letters “OSU” will be registered as a trademark by the University.

Guidelines

To be sure that the University’s logo is used effectively, the following guidelines must be followed:

1. The “OSU” portion of the logo must be reproduced from authorized reproductions and cannot be redrawn, reproportioned, or modified in any way.
2. The official rendering of the letters “OSU” always must be accompanied by the words “The Ohio State University.”
3. The height of the “OSU” rendering must always be at least twice the height of the tallest letter in the words “The Ohio State University.”
4. When accompanying the letters “OSU,” the words “The Ohio State University” always must be set in either Helvetica regular or Helvetica medium type.

Exemptions from the above restrictions should be requested by contacting the University Architect’s office, 422-4458.

5. The words “The Ohio State University” must not come any closer proportionally to the letters “OSU” than the line drawn around the letters “OSU” as shown below:

6. Wherever possible, the official rendering of the letters “OSU” should be printed in official OSU red ink (PMS Special Color — 12 parts Warm Red and 2 parts Rubine Red). It is not necessary to print the words “The Ohio State University” in red ink.

7. At no time is the “OSU” rendering to be used with any other logo or symbolic device of the University.

8. The logo, in official applications, shall not be printed at an angle other than horizontal. Both portions of the logo must be printed parallel with each other.

9. At no time is the logo to be printed on top of a photograph, texture design, words, etc. As shown in item 5 above, the letters “OSU” and the noninvadable area around them should never be encumbered with any other visual distractions.

Exemptions from the above restrictions should be requested by contacting the University Architect’s office, 422-4458.
March 31, 1977

OSU Employees
The Ohio State University
Columbus, Ohio 43210

Dear Colleagues,

To simplify alignment and margins for letterheads and envelopes, the new design has small reference dots to help the typist set up a letter easily.

Shown here is a sample letter typed on University stationery. Note that a flush left, block style is recommended. This avoids the need for tabulating and indenting such information as the date, paragraphs, and signature information — a time saver when many letters are being prepared.

Persons not wishing to adopt this format should feel free to adapt the letter form to their own format, while making sure to honor the left-hand margin shown in the sample.

When addressing envelopes, be sure to locate the reference dot, since it will help the typist place the address in the position most highly recommended by the U.S. Postal Service. This dot should be used as the position for the first letter of the first line of the mailing address. The last line of the address should not appear closer than one-half inch from bottom of envelope. As the automation of U.S. mails continues, use of this reference dot will guarantee faster handling of letters.

Sincerely,

LLC/Im

Attachments
University Publications and Printing Services

Publications Editing and Design Several offices on the campus assist in the production and preparation of publications. Persons or offices wishing to do publications with University funds should first check with their own division or college to see if this service already is offered by existing staff. Where it is not, consultation (and/or editing and design services) may be obtained from University Publications at 1100 Lincoln Tower. This office is a division of the Office of Public Affairs and specializes primarily in publications that communicate to audiences outside of the University campus. However, the editors and designers on the staff are specialists in communications and can provide advice to persons wishing to do publications for numerous specialized and internal purposes. The office maintains a list of all publications persons on the University campus and often can refer inquiries to the appropriate office. The telephone number is 422-4272.

Printing Facility For the convenience of University offices, Ohio State maintains a complete Printing Facility at 2500 Kenny Road. Capabilities range from small duplicating jobs to sophisticated four-color printing. Complete typesetting services also are available at this location. The Printing Facility handles more than 10,000 printing jobs each year. This volume allows the University to be highly competitive with commercial printers and to purchase printing papers at greatly reduced costs. The Printing Facility’s telephone number is 422-3450.

Buying Printing Not all printing is handled by the University’s Printing Facility, particularly where highly specialized forms are involved. Persons wishing to print specialized materials or to obtain competitive bids on printing jobs should do so through the Purchasing Department, 842 Lincoln Tower. Refer to section 2, page 7, paragraph 4B of the University Operating Manual regarding state regulations on printing. The only persons authorized to conduct such bidding are personnel of the Purchasing Department. The telephone number is 422-5468.

Forms To develop a more consistent, standardized, and efficient system of forms for University use, the Paper Processing Committee is devising and recommending new forms for use by OSU offices and personnel. A special format has been developed. It simplifies identification of forms and should reduce production costs of these items. Questions regarding revision or development of forms should be directed to the University Architect’s office, 422-4458.

Signage Offices seeking to erect signage on the campus should do so in consultation with the Signage Committee of the University and with the office charged with coordinating all University signs — the University Architect, 422-4458. The University has adopted a standardized, visually appealing signage system that provides a more consistent and efficient directional and identification program for persons visiting the campus.

Registration of the University Name, Seal, and Other Identifying Marks

In 1973 the University formalized its program to control the use of the University name and seal by registering its name, seal, and other identifying marks with the United States Patent Office. Under this program the University requires that all non-University entities who wish to use the University’s marks must enter into a royalty-bearing license agreement. All inquiries relative to such use and agreements should be referred to the University Contract Administration Office, 200 Administration Building, 190 North Oval Mall, 422-7970.

Publications Approvals and Clearances

While Ohio State University traditionally has allowed a wide-ranging freedom for departments to generate their own communications, there are limited guidelines recommended in several areas. Inquiries about the following types of publications should be referred to the office indicated:

Publications that are distributed off the campus, that are intended for general audiences, and that communicate a general message about the University should be cleared through University Publications, as described in the official University Operating Manual, Section 18, Paragraph 3B. The office is located at 1100 Lincoln Tower. Call 422-4272.

Academic publications that promote specific courses and programs always must be cleared with the Office of Academic Affairs, through the Associate Provost for Instruction, second floor of the Administration Building, 422-5881.

Admissions or related publications, if they contain academic information, also should be cleared with Academic Affairs. It is equally important to share manuscripts with the Admissions Office prior to publication. Admissions is on the 3rd floor of Lincoln Tower, 422-3980.
COLUMBUS, Ohio -- A new graphic identity for The Ohio State University was introduced Friday (12/5) to replace the "OSU" symbol used since 1977.

The logo is a symbolic and practical shift away from the initials "OSU" to the full name, "The Ohio State University," or in certain applications, "Ohio State," according to Malcolm Baroway, executive director of university communications.

In a presentation to the Board of Trustees, Baroway said the logo will be phased into use beginning Jan. 1 on university letterhead, other printed materials and signage.

The introduction of the new logo is timely because the university's telephone exchange is being converted from 422 to 292, resulting in orders for revised university letterhead and other printed materials. The change in logo can be accomplished efficiently as these orders are filled in the coming months, Baroway said.

The logo is derived from a typeface called Palatino. The typeface presents "a sense of history, tradition, and academic integrity," he said.

In certain applications, only the words "Ohio State" will be used. "When the abbreviated name is used, you get a sense of modernity," Baroway said.

- more -
The change from the "OSU" logo is being made to "reflect the national stature of the institution," he explained. "We are The Ohio State University or Ohio State. OSU is Oregon State and Oklahoma State in other parts of the country.

"We hope that soon people will begin to identify this great university with its name symbol in the same way that when we think of Harvard, The New York Times, or Xerox we see a name and a symbol at the same time."

Baroway presented the first sample use of the new logo, on T-shirts, to the board members.

The logo was developed by the Office of University Publications.

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Contact: Malcolm Baroway, (614) 292-4373. 

(Tr/10)
Student designs new OSU logo, wins $1000

By Tracie Bors_telman

An OSU industrial design student won $1000 and some practical experience in his field by designing a new logo for the university.

Matthew Holloway, a senior from Green Camp, won a contest sponsored this quarter by the licensing program to design a new OSU logo.

Ohio State's licensing program is responsible for copyrighting the name and marks of the university, licensing the logos, collecting royalty payments on their use and generating scholarships with the revenue.

Anne Chasser, licensing program director, said the need for a new dynamic, identifiable logo prompted the contest.

Although a new official logo was recently introduced to the university, Chasser said a second logo was needed to be easily identifiable with sports and academics.

"I was looking for something totally new, fresh and unique," Chasser said. "One of the criteria was that this symbol say Ohio State.

She said other schools with successful licensing programs have very strong, identifying symbols associated with them.

The winning design is in the form of a red Block O, with horizontal lines passing through it. He said he used the lines to give the design motion as well as to represent the lines on a football field, lanes on a track and lines on the bottom of a swimming pool.

A gray shadow was added to the right side to give the design depth and to make the "O" seem as if it is in the spotlight, Holloway said. The design also includes buckeye leaves.

Holloway said, winning the competition is good encouragement for his career.

"Winning a contest like this always shows future employers that you have a lot of enthusiasm. It also shows that someone was really pleased with your work," he said.

Holloway researched his project at local stores, finding out what types of logos and identifying marks sold best and incorporated them into his design. He said he came up with 30 to 40 concepts before he had what he wanted.

"The reason I selected the best selling things is because that's what the people are buying and that's what they associate with Ohio State," he said.

Last year, the licensing program awarded 33 scholarships and Chasser said that number is expected to double this year.

"Since our program benefits students through the endowed student scholarship fund, we thought it was a natural tie-in to work with students in giving them the first shot (at designing a new logo)," Chasser said.

When Chasser came up with the idea for a student design contest, she approached the Department of Art. From there, it was decided to offer a 3-credit hour independent study class in industrial design.

However, not just any student could participate in the class, she said. Students were invited to participate by teachers and professors.

"We lined up our best folks on the basis of what our faculty in visual communications recommended," said Joe Koncelik, chairman of the Department of Industrial Design. "They know the people very well and they know their work very well."

Although scheduling problems and other commitments kept some of the invited students from participating, five students finished their designs and presented them before a panel of five university affiliated judges.

Those judges represented different areas of the university including athletics, the College of the Arts, the Office of the President, the Department of Communication Services and the licensing program.

"We wanted a representative group of university departments that would be involved in the marketing, promotion and use of the logo," Chasser said.

The licensing office will now begin working with Holloway at refining his design for presentation to Richard D. Jackson, vice president for business and administration.

If Jackson approves the design he will then present it to the president's staff for approval. Chasser said if the president's staff approves the design, it will then be introduced to the public.
COLUMBUS -- Ohio State University has adopted a new commercial identification mark. The new logo, an italic block "O" with buckeye leaves, was designed by Matt Holloway, a June graduate in industrial design from Green Camp.

Holloway received $1,000 as the winner of a student design contest to design a new logo that could be used in commercial applications such as T-shirts and coffee mugs.

A rendering of Ohio State mascot Brutus Buckeye by Tim Hershner from Granville, also a June 1987 industrial design graduate, also impressed the judges, and the university purchased the rights to it as well.

Both designs have been registered as trademarks and servicemarks with the U.S. Patent and Trademark Office and will be made available by license to authorized vendors of Ohio State clothing and other paraphenalia, said Anne Chasser, the university's licensing program director.

"These designs are more lighthearted than the official seal and official logo," Chasser said. "They're more appropriate and more saleable for many purposes."

Ohio State closely monitors the use of its trademarked
symbols, which include the two new logos, the university seal, the year-old square "Ohio State" logo, the phrase "Go Bucks," and others. Vendors are required to sign royalty-bearing licensing agreements with the university in order to use the trademarked symbols.

In the last fiscal year, Ohio State earned $456,000 in royalties, nearly double the previous year's earnings and more than 10 times the 1982 royalty income. The proceeds are deposited in an endowed scholarship fund which now totals $800,000 and will provide about 50 scholarships this year.

Chasser expects the new symbols to increase scholarships next year. "We felt there was a market for something new, something less formal," she said. "And instead of doing what many other schools have done -- hiring a professional design firm for thousands of dollars -- we decided to tap our own resources. And we're pleased with the results. The students' work was very impressive."

Contact: Anne Chasser, (614) 292-1562
Written by Ruth Gerstner

Note: Camera-ready artwork and specifications for printing the logos in one, two, or three colors are available from Ohio State's Licensing Office, 128 Derby Hall, 154 N. Oval Mall, Columbus, Ohio 43210; phone (614) 292-1562.
A History of
The Ohio State University Seal & Logo

A presentation for 803.03
Professor David Richter

Ty Goehring-Lee
February 11, 1988
The Ohio State University Seal & Logo

The only official symbol of The Ohio State University was the seal until 1977 when the "OSU" logo was designed. In 1974, the name of the university and the seal were registered as collective membership marks with the U.S. Patent Office.

Also in 1974, the Board of Trustees granted authority for the licensing of the University's name and seal to help support the university's scholarship program. Subsequent logo designs have also been registered. Ohio State was the first university in the country to have a licensing program. In fiscal 1986, $456,000 was earned in royalties.

Seal

A Board of Trustees document from March 4, 1871 explained the meaning of the seal of the Agricultural and Mechanical College of Ohio.

Of all the geometric forms, the pyramid is considered the most stable and immovable. We therefore take it as a type of durability, and to signify the fixedness and perpetuity of our Institution. In arts, science and letters, may be included all human knowledge; but as agriculture is the chief occupation of man, and underlies and supports all, we give it a distinctive and honorable place at the base of our superstructure, which we rear upon the broad and solid platform of knowledge - knowledge in the concrete.

The explanation goes on to state the four divisions of Agriculture, Arts, Science and Letters are placed in a hierarchy. Above all, the Lamp of Knowledge which signifies that the college "is a light on a high place to illuminate all that comes within its sphere."

The first seal was designed by Joseph Sullivant, secretary of the first Board of Trustees, and accepted in 1871 and used until 1940. In 1878, the seal was changed to reflect the name change from the Ohio Agricultural and Mechanical College to The Ohio State University. In 1914, the word "the" before Ohio was added to the seal. In 1940, Thomas E. French (1895 graduate) designed a new seal that had in the center the shield, wreath and crest of the Coat of Arms and "1870" in line with the wreath surrounded by the words.

In 1952, university architect Howard Dwight Smith revised the seal (and Coat of Arms) in order to simplify them. According to a news release of May 23, 1952, all the basic symbolism had been
retained in the simplified designs. This symbolism included the open book, buckeye leaves, shield, pyramid, etc. (See Coat of Arms below.)

On July 11, 1986, the Board of Trustees approved a revision to replace the word "Columbus" on the seal to "1870" effective July 1, 1987. In their resolution the trustees stated, "in its role as Ohio's land-grant institution, the university serves the entire state of Ohio ..." In a Columbus Dispatch article of July 12, 1986, Ohio State President Ed Jennings said the university made the symbolic move to reflect its growth in size and importance since the seal was first created in 1871. (The first seal did not contain the word "Columbus," that was added in 1878.)

Jennings also said, "This action serves as a symbolic reaffirmation to the people of Ohio that our university is truly their university." Members of the Columbus community were upset when "Columbus" was dropped from the seal. Headlines like, "City brass unhappy with new OSU seal," appeared in the Columbus Dispatch and Lantern. However, the controversy did not last long.

This latest change from "Columbus" to "1870" at the bottom also eliminated the regional campus seals in favor of the single seal. The regional campus seals had their city names at the bottom.

When the university registered the seal as a trademark, they limited its use to official documents. This created a problem with vendors who wanted to use the seal -- a popular symbol. On July 12, 1978, the Board of Trustees approved a modified seal for commercial use that was completed by the University Architect's Office. The commercial seal does not have the lamp of knowledge, words inside the pyramid and the ribbon across the bottom. Also the commercial seal's shield is reversed from that of the official logo.

**Coat of Arms**

The Coat of Arms was adopted by the Board of Trustees on November 5, 1938 and designed by Thomas E. French. Revisions to the Coat of Arms (and seal) were approved in April, 1952.

Sometime around 1977, the name of the Coat of Arms was changed to the Presidential Crest. No changes were made in the design. The Ohio State University Visual Identity Guidelines states, "The Presidential Crest was adapted from the University Seal and should not be used without the permission of the Office of the President." In reality, the Presidential Crest was adapted from the Coat of Arms because it was designed prior to the seal. The seal adapted its design from the Coat of Arms.

The Latin, "Disciplina in Civitatem," means "Education for Citizenship."
Name use and Logo

Since 1870, when the university was founded as the Ohio Agricultural and Mechanical College, its visual identity has changed time and time again. For example, the logo in 1874 was a serif typestyle completely different from the 1875 letterhead in which the name used three different typestyles.

The name was not used consistently from year to year and within years (1897) and departments.

A University-wide Logo and Letterhead Committee spearheaded the drive for a new logo that was designed by the firm of Richardson Smith in 1977. The Logo and Letterhead Guidelines state that the goal of the committee was to develop a "general logo for University-wide use to replace the myriad of logos and other devices ..." This was to give the university a more consistent image and to make recognition of OSU easier. The committee recommended the use of the letters "OSU" in the logo because "The Ohio State University" is difficult to use for quick recognition and for highway signs, etc. However, the guidelines do state that the logo must always be accompanied by the words "The Ohio State University." The typestyle of the first logo was helvetica.

In December 1986, the logo was changed to its present form. According to Lynn Kuivila of University Publications, it was a well-known fact in their office that Ed Jennings did not like the "OSU" logo. David Hoover, Director of University Publications attended a conference and saw Penn State's logo and liked it so much that he was motivated to create a new logo for Ohio State. An employee of University Publications created the logo, but does not want to be associated with it and has since left the university.

The new logo is derived from the Palatino typeface. According to an Ohio State news release quoting Malcolm Baroway, executive director of university communications, "the typeface presents a sense of history, tradition and academic integrity." The release states that the logo is a symbolic and practical shift away from the initials "OSU" to the full name. This is a diametrical turn from just a decade before. Using the full name also avoids confusion with Oregon State and Oklahoma State.

Baroway also said that using the shorted "Ohio State" give the name a sense of modernity.

This recent logo change came at a convenient time as the phone number exchanges were being converted from 422 to 292. This provided a cost rational for printing new letterhead and publications.

Official colors are PMS 429 (gray) and a PMS special color, 12 parts warm red and 2 parts rubine red, create "Ohio State Red." However, it is not required that designs be printed in these inks.
The Ohio State University.

Ohio State Buckeyes.

Buckeyes.

Go Bucks.

Brutus Buckeye.
The official Buckeye Bar candy bar has recently hit the OSU bookstores and campus vending machines. Proceeds from the sale of these bars will go to the Name and Seal Endowment Student Scholarship Fund.

**Official candy bar heightens Ohio State-Michigan rivalry**

By Karen S. Köstelnik
Lantern staff writer

When students bite into an official Buckeye Bar they help OSU in the race for first place against the Michigan Wolverines in the candy bar top 10.

The Buckeyes are ranked below the Wolverines in more than one poll — football and candy bars.

University Foods in Ada, Mich. manufactures the Buckeye Bar. The company's co-owner, Rick Manus, said the company makes candy bars for 39 universities, including all of the schools in the Big Ten. OSU is ranked ninth on their list of 38. Moreover, Michigan's Wolverine Bar is ranked third.

There is no difference in the candy bars, however.

All are made of milk chocolate, peanuts and cocoa. The wrapper is what makes the bars distinctive, he said.

The Buckeye Bar is wrapped in a silver wrapper, with the OSU logo on it.

Manus said University Foods bought the rights to use the OSU logo through the International Collegiate Enterprises agency.

"We pay royalties to OSU for the use of their official logo," Manus said. "OSU receives approximately one and a half cents per bar sold," he added.

Sandra D. Siehl, university contracts officer, said companies who want to use OSU logos must pay a 6.5 percent royalty fee to the university.

"We deposit that money into an account and when it reaches $50,000 we give it to the Name and Seal Endowment Student Scholarship Fund," Siehl said.

Manus said the majority of the top 10 schools use the money toward the improvement and support of their athletic departments.

Manus said Michigan State's Spartan and Michigan's Wolverine bars were introduced last year and are selling well.

"We just introduced the Buckeye bar this fall and expect sales to increase," Manus said.

The candy bars are sold in OSU Bookstores for 35 cents and sold in Sanese vending machines.
Now we’ll know for sure what ‘OSU’ means

By Ruth Hanley
Dispatch OSU Reporter

Speak the initials OSU in some parts of the country and you won’t be greeted with a chorus of Buckeye Battle Cry.

Instead, you might inspire cheers for the other OSUs, Oklahoma State University and Oregon State University.

Officials at the only OSU that matters in these parts, Ohio State University, are doing their part to end any confusion.

The university’s existing logo, which sports the OSU initials, is on its way out. Its replacement takes a more direct approach via a boxed graphic spelling out “The Ohio State University.”

Malcolm Baroway, executive director of university communications, showed the new logo to trustees at their meeting yesterday.

The new “visual identity” will be phased in over the next few years, Baroway said. Stationery and publications will begin to display it next month. The logo will be added to other items, such as buses and signs, as they are replaced or changed.

In some cases, only the words “Ohio State” will be used, Baroway said. The outgoing logo was adopted in 1977 and then revised to include the university’s name under the initials.

It is the second change this year for OSU symbols. In July, trustees changed the OSU seal by replacing the city name, “Columbus,” with the founding date of the university, “1870.”

In other action yesterday, trustees approved establishment of a non-profit, independent corporation to be a corporate umbrella for future subsidiaries relating to OSU interests.

Three OSU trustees will be appointed directors of the new company, Ohio State University Affiliates. University President Edward H. Jennings will be the company’s president. The company will not have a staff.

Jennings said subsidiary companies will be established to develop the OSU Research Park, to coordinate University Hospital involvement in money-saving health-care strategies, and to establish other supportive relationships.

Trustees authorized OSU officials to establish an early-retirement incentive program for staff members. Such a plan, for members of the state’s Public Employers Retirement System, was authorized by the Ohio General Assembly in November and awaits the governor’s signature.

The plan would allow OSU to buy up to five years of credit for a staff member who decides to retire. The purchase may not exceed 20 percent of the individual’s total service.

For example, an individual who has 20 years of service could have an additional four years bought by OSU. That person...
OSU's fresh logo emphasizes 'Ohio'

By Kelly Lewis  
Lantern staff writer

A new year means a new logo that stresses the Ohio in OSU.

As of Jan. 1, all university publications officially began to carry a redesigned graphic identity exclusive to Ohio State.

The ambiguous initials OSU will no longer confuse Buckeye fans in parts of the country inhabited by the Oklahoma State Cowboys or the Oregon State Beavers.

The OSU logo initiated in 1977 will be phased out gradually from university publications and letterheads, said Malcolm Baroway, executive director for University Communications.

To clarify the university's identity the new logo displays the full name in a boxed design.

"The university did not have a logo with its name in it," Baroway said. "The old logo did not have, in my estimation, the dignity of a university logo."

"The old logo had started to look dated," said David Hoover of University Publications. Hoover's office was responsible for creating the new logo.

Designing a new graphic image meant three months of comparing typefaces, selecting a Palatino typeface and modifying individual letters to get a polished image.

"We created what we believe is a distinguished, classic look," Hoover said.

The logo change is going to cost the university very little, because letterheads and printed materials have to be changed for the university's telephone exchange conversion and many campus publications are already updated quarterly with new information, Baroway said.

John Kleberg, assistant vice president for Business and Administration, said the exact cost of the logo change is not known yet.

The technique used to change building signs, and whether the signs would be modified completely has not been decided.

Kleberg estimates the full cost of the project will be known in a few weeks.

"I would say you would actually see changes (buses, signs) in a few months," Kleberg said.

Baroway said the symbols of the university (Brutus Buckeye, Block "O") are not going to change because of the new logo. "No one is going to say you can't use OSU again. But now, we have an official way to say The Ohio State University that never existed before," Baroway said.

The new graphic image is the second official logo to represent the university.

"The university used to use the seal as a logo," Baroway said.

Hoover said the old logo had a good life span, and expects the new logo to last just as long.
OSU hopes tougher Brutus, energized Block O catch on

By Ruth Hanley
Dispatch OSU Reporter

At last, Ohio State University has a Brutus Buckeye who is truly a brute. The new Brutus, complete with clenched fists, muscles and a determined scowl, is the creation of OSU alumnus Tim Hershner of Granville, Ohio.

OSU HAS ADDED the new design to its team of trademarks and will promote its use on commercial products such as T-shirts and hats. Other Brutuses will stay around, because OSU's licensing program has approved different versions. But none has captured the public's imagination the way Hershner and OSU officials expect this tough guy will.

"We're hoping it will become the one," said Anne Chasser, coordinator of OSU's licensing program.

Until now, the trademark Brutus has been more of a wimp than a lean, mean, athletic machine. Hershner believes OSU deserves better.

"We are tough and mean and aggressive, (so) I thought I'd beef him up a bit," he said.

Before Hershner graduated with a bachelor's degree in industrial design in June, he entered his Brutus in an OSU contest. He did not win the $1,000 prize, but OSU officials liked his design so much they bought the rights to it.

MATTHEW HOLLOWAY of Columbus, another industrial design graduate, won the contest for his interpretation of the Block O. Chasser called Holloway's design, with its slanted lines and shadow, "a Block O in motion."

"I wanted to have something that was fun and energetic," said Holloway, now art director for the K Group. "It's traditional enough that alumni will buy it, yet modern enough to sell in the '80s and '90s."

The new Brutus and Block O will be presented to the public on the Ohio Stadium scoreboard at Saturday's OSU-Oregon football game, Chasser said.

The new symbols are expected to appear on products in the next few months.

Last year, retailers sold more than $14 million worth of goods bearing the OSU name or trademarks, Chasser said.

TO USE the OSU marks, manufacturers pay royalties of 6.5 percent of the wholesale cost of goods sold. Last year, OSU received $450,000 in royalties. That money goes into a student scholarship fund, which now has $800,000, Chasser said.

OSU must approve the use of its trademarks on products and in advertising. That requirement forced the Kroger Co. to postpone for a year its "Buckeye Blitz" ad campaign, because it was developed too late to receive OSU approval before the 1986 football season, Dave Tebay, Kroger's advertising manager, said.

That is why last year's television commercials were choreographed to the tune of "Kroger backs state football, Ohio all the way," and featured unidentified players.

This year's refrain is "Kroger backs the Buckeyes," and the commercials show OSU players and band members, as well as spokesmen Archie Griffin, a former Buckeye football player, in an OSU shirt.

The new Brutus Buckeye, top, and the new Block O.
OSU growls about Big Bear poster

Those Big Bear posters welcoming John Cooper to Ohio State got the Bear a big fat slap on the paw from OSU's licensing department.

The posters, which came out last week, feature the new football coach flanked by caricatures of Brutus Buckeye and an OSU cheerleader.

The posters sell for $5 and benefit the OSU athletic program.

But university officials say Big Bear failed to get permission to use OSU trademarks on the posters, for which the university collects a fee.

"We are upset that it happened, but we wanted to resolve it in a friendly way," explained Leslie Winters, OSU's director of contracts administration.

What Winters didn't want to go into was the stink Kroger raised over the poster.

Winters said the university authorized Kroger to do an OSU football promotion this fall.

But the promotion was embargoed until after the current Buckeye Fever fund-raiser is over.

For Buckeye Fever, area grocery stores, including Kroger and Big Bear, donate money to the athletic program from the sale of selected grocery items.

Looking to outflank Kroger's promotion, Big Bear, or more accurately its advertising agency, Ron Foth Retail, released the poster without checking with Winters.

Winters thinks someone should have checked first.
Calendar sales may cause suit

By Stephen Ohlemacher
Lantern staff writer

A calendar depicting scantily clad male OSU students was distributed to local bookstores Friday, despite a possible lawsuit by the university for trademark infringement, said Sean M. Ashbrook, producer of the calendar.

University officials are studying the situation because they think the university's trademarks have been used without permission in "Images: Men of the Scarlet and Gray," said Leslie A. Winters, director of contracts administration. "We have asked him (Ashbrook) not to use our marks."

Winters said the last time she spoke with Ashbrook, a sophomore from Akron majoring in business, Ashbrook said he would not use the trademarks.

In one photograph, a man is shown sitting on a diving board, leaning against a rail with a scarlet and gray "Ohio State" towel draped it. In another, a man is shown with an aerial view of Ohio Stadium in the background.

Winters said the towel and the stadium, with "BUCKEYES" written in the end zones are Ohio State trademarks.

"That's very picky and very typical of their attitude toward this whole project," Ashbrook said. "They can't dictate what's in our photographs."

Ashbrook was informed by Richard D. Jackson, vice president for business and administration, on Nov. 16, 1987 that the university would not grant permission to use any of its identifying marks on calendars.

Ashbrook said any reference to the university in the photographs is coincidental. "I never had any intention of using a university trademark," he said.

See CALENDAR, page 2

The calendar, published by College Images Limited, of which Ashbrook is president, features 13 OSU students and was originally titled "Men of OSU."

But Ohio Attorney General Anthony J. Celebrezze, in a June 8 letter to Ashbrook, said the university intended to take legal action against Ashbrook's company unless it dropped the "Men of OSU" title.

Ashbrook said he changed the name under the advice of his attorney. "I think I'm fully justified to call it 'Men of OSU,' but my attorney advised me that it would cost a lot of money to go through a federal court case," he said.

Ashbrook said Celebrezze also sent a copy of the letter to his printer, Simpson Graphics, in an attempt to dissuade them from printing the calendar.
Calendar conflict continues

By Stephen Ohlemacher
Lantern staff writer

The OSU Bookstore at Derby Hall carries Penthouse, Playboy and Playgirl, but decided to remove a 1989 calendar featuring bare-chested male OSU students from its shelves.

The calendar, "Images: Men of the Scarlet and Gray," has been the subject of possible legal action since last spring because university officials say the unlicensed calendar uses OSU trademarks, said Leslie A. Winters, director of contracts administration.

One photograph includes a scarlet and gray "Ohio State" towel, and another includes an aerial view of Ohio Stadium.

The calendar was originally titled "Images: Men of OSU," but was changed in fear of a lawsuit, said Sean Ashbrook, the calendar's producer.

But Winters said Wednesday that the university has not filed suit against Ashbrook and does not intend to.

OSU Bookstores ordered 144 non-returnable copies of the calendar, with the original name, in May, according to a signed and stamped invoice.

Ashbrook said the bookstore
began selling the calendars Sept. 22, but pulled them off the shelves Sept. 26 or 27.

Ashbrook said Louanne White, a buyer for OSU Bookstores who signed the invoice, told him the OSU licensing program coordinator told her to pull them off the shelves.

Ashbrook said the OSU Entrepreneur Network was denied a request Sept. 20 to use a booth on the Oval to sell the calendars.

In June, the Ohio Attorney General's office sent Ashbrook a letter notifying him that Ohio State intended to take legal action against him if he did not stop using university trademarks.

Long's Bookstore, 1836 N. High St., and the Student Book Exchange, 1806 N. High St., continue to sell the calendar.

"Osu has never contacted us (about the calendar)," said Phillip Potter, assistant trade buyer for SBX.

Ashbrook said the OSU Entrepreneur Network was denied a request Sept. 20 to use a booth on the Oval to sell the calendars.

In June, the Ohio Attorney General's office sent Ashbrook a letter notifying him that Ohio State intended to take legal action against him if he did not stop using university trademarks.

Copies of the letter were also sent to his printer, Simpson Graphics, and Donald Sexton, professor of management and human resources and academic advisor to the entrepreneur network.

"If the university continues to state that I am violating federal trademark laws, I will investigate bringing action against them for libel, restraint of trade, and check into anti-trust violations," Ashbrook said.
Calendar removal not pressured, director says

By Stephen Ohlemacher
Lantern staff writer

The OSU Bookstore at Derby Hall removed a controversial calendar from its shelves recently without being pressured by university officials, the director of the bookstore said Thursday. "No one can dictate to me what to take off the shelf," said Robert R. Carlson, director of OSU Bookstores.

Carlson said he didn't realize the calendar contained OSU trademarks until after it was put on sale. "It doesn't have anything to do with the calendar," Carlson said. "It just wasn't licensed." The university considered legal action against the calendar's producer, Sean Ashbrook, because officials said the unlicensed calendar used OSU trademarks, said Leslie A. Winters, director of contracts administration. One photograph includes a scarlet and gray "Ohio State" towel, and another includes an aerial view of Ohio Stadium.

Ashbrook said Wednesday that he was told by a buyer for the bookstores that pressure to remove the calendars came from Chasser. Chasser said Thursday, "We didn't order them off the shelf. It was the bookstore's decision to take them off the counter." Leanne White, buyer for OSU Bookstores, refused to comment.

Winters said the university does not intend to sue Ashbrook for trademark violations. "It's not a big enough deal to sue over," Winters said. "It would just create more publicity for Sean Ashbrook so he can sell more calendars." In 1984, university officials decided not to sue another unlicensed publication for using OSU trademarks, Chasser said.

The September 1984 issue of Playboy magazine, with a feature titled "Girls of the Big Ten," drew no response from the university despite using several OSU trademarks. The university was aware that registered trademarks were used, Chasser said.

A picture of an Ohio State pennant is included on a page next to a photograph of a nude woman, and another photograph shows a woman wearing a cut-off "Ohio State" T-shirt.

Chasser said the university didn't pursue trademark violations as aggressively in 1984 as it does today.

When Ashbrook, a sophomore from Akron, began producing his calendar last spring, the Ohio Attorney General's office sent him a letter trying to dissuade him from continuing the project.

Copies of the letter were also sent to Ashbrook's printer and the academic adviser to the OSU Entrepreneur Network, of which Ashbrook is a member.
BUSINESS

The selling of "OSU"

Ohio State fiercely guards against unauthorized use of its trademarks, from "OSU" to "Go Bucks." But it does sell the right to use them, with the proceeds going to scholarships.

By Maryfran Johnson

What's in a name? If your name is The Ohio State University, the answer to Shakespeare's classic query is hundreds of thousands of dollars a year in royalties, fees and percentages. Every time the name or seal of Ohio State appears in public—dangling off clothing hangers, spinning from ping-pong ball earrings or decorating anything from baby bottles to "musical" sweatshirts—that's money in the bank for OSU.

Actually, that's money in a $1.15 million scholarship bank, which uses interest generated by the principal to pay for the awards. Last year, some 50 students were given $1,000 to $1,500 each from the appropriately entitled "Name and Seal Endowed Student Scholarship Fund." It's the fastest growing money tree in OSU's financial aid forest.

Ohio State has one of the oldest and largest licensing programs in the country, dating to 1974 when university trustees gave the green light to the business and administration office to pursue a licensing program. Only UCLA, which started licensing in 1973, can claim more venerable status.

Today, an estimated 175 universities and colleges nationwide are busy protecting their names, mascots and symbols from unauthorized use. "In all of this, there's something in it for both sides—or nobody would do it," says Leslie Winters, an attorney who directs OSU's contracts administration office, which manages the licensing program.

"This is the Golden Age of Licensing," says Anne Chasser, licensing program coordinator at Ohio State. With a staff of four and an annual operating budget of about $100,000, the set of small offices tucked away in a corner of Derby Hall keeps track of 545 busi-
would have left Pinsky with the heavy burden of finding other sources of funding. But NSF program officers liked his proposal. So they have asked him to let them share it with officials in his home state. Their goal: to find some organization, either private or public, that's willing to turn Pinsky's scientific dreams into reality.

Harris: "I want to avoid the Super Bowl syndrome where there's one winner and everybody else loses."

This new dedication on the part of NSF program managers to try to find alternate funding for proposals that don't quite make it through NSF's rigorous process of elimination is helping more than Pinsky, of course. Last month NSF asked the principal investigators of the top 30% of the proposals it received—95 in all—for permission to give basic information about their projects to a panel of the governors' association. NSF will soon pass along that information to the governors, who, in turn, will offer it to appropriate state agencies.

"It's important that these ideas find support," says Stuart Kauffman, a University of Pennsylvania biologist whose proposal for a Center on Applied Molecular Evolution also attracted a letter, but no site visit, from NSF. "This project has enormous economic potential, including the generation of large numbers of novel proteins that could lead eventually to new drugs and vaccines."

Each side stands to gain from the new agreement. It helps NSF program managers stretch a tiny budget. (The program has already been buffeted by financial storms. An unexpectedly tight 1988 budget forced officials to delay making any awards until fiscal 1989, which began October 1, and the $30 million planned for the first year's round of centers has been trimmed to $25 million.) The agreement gives states a chance to use the comments of hundreds of knowledgeable reviewers as a guide in making their choices of the best science to support. And it gives scientists another shot at the brass ring.

The agreement also demonstrates the growing role that states are playing in supporting university-based research. Ten years ago, NSF officials would not have even thought about such a collaboration, and there would have been no group for them to talk with. "There has not been a great history of NSF and the states working together," says Alan Leshner, former manager of the science and technology centers program, "because traditionally the states have not been active players in science."

But that situation has changed over the past several years as an increasing number of states have tied their economic futures to leadership in such high-tech fields as advanced electronics and biotechnology.

Pinsky's fledgling center at Ohio State is an example of that growing interest, having been created two years ago with the help of state funds. And he believes that a continued state presence is essential to the health of academic research.

"To win at the national level, you have to be enormously strong," says Pinsky about his proposal, which he learned is playing second-fiddle to proposals from larger, existing centers at Berkeley and Princeton. "What's happening is that national centers are being concentrated around existing state centers. That's why this idea [of passing on failed proposals] makes a lot of sense."

Supporting academic science isn't a new idea in Ohio. In fact, it was the state's governor, Democrat Richard Celeste, who in 1985 formed a Working Group on State Initiatives in Applied Technology that soon began to meet with NSF officials to discuss possible joint activities. By the time Leshner started to wonder if he could salvage some of the doomed proposals for science and technology centers, the working group was ready to offer its help.

"The idea was unprecedented," remembers Jamie Kenworthy, who manages the research and technology program for the Michigan Strategic Fund and is an active member of the working group. "But the commonality of purpose was so obvious that, once it was suggested, it was amazingly simple to work out the details."

Officials from several states say they try to keep tabs on research going on in their universities, both public and private. But both sides agree that many good ideas fall between the cracks. The agreement between NSF and the governors' association not only allows states to learn what NSF thinks is the best science, it tells them how the idea ranks among its competition. "The reviewers' comments give us an impartial, national judgment on where our researchers stand with respect to the rest of the country," explains Kenworthy. "It tells us whether this is the best proposal on a particular topic, or the 25th."

It may even save some money. "We'd spend about $15,000 for a typical competition of 10 or so proposals," says Chris Coburn, Celeste's science adviser and director of Ohio's Thomas Edison Program, "of which we might pick two or three winners. And with NSF we can be sure that they've gotten the best available reviewers."

Although there is general agreement that sharing information is a good idea, nobody's expecting it to solve all the country's problems in science. "I'm all in favor of it if the state were to be interested," says physicist Herbert Kroemer of the University of California, Santa Barbara, whose proposal to NSF for a center to develop artificially grown materials is still in the running. "But being supportive and being optimistic are two different things. I've learned not to expect anything before it happens."

Chris Cochran of the California Department of Commerce, which has just launched a $7 million program of competitive research grants, "the problem isn't knowing what's out there. The problem is coming up with the money to fund these efforts."

Despite these concerns, NSF believes that future collaboration between NSF and other organizations is inevitable. Acting science and technology program director William Harris has begun to talk with the Industrial Research Institute about a similar sharing of information with the corporate world, and Harris also plans to spread the message to other federal agencies that fund science.

"I realize that the states might not be able to use all aspects of the original proposal," Harris admits, "and I know that there are no promises of support. What I want to avoid is the Super Bowl syndrome, where there's one winner and everybody else is a loser. Even if only one proposal is picked up [by a state], I'll feel that we've achieved something."
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By 1987, however, emblems and symbols from various universities adored an estimated $750 million in retail merchandise annually, says Chasser, who also serves as vice president and treasurer for the Association of Collegiate Licensing Administrators (ACLA). The half-dozen largest schools in the nation, including Ohio State, Penn State, UCLA, Michigan, Alabama and the University of Iowa, generate roughly half a million dollars each in licensing royalties annually now. The most aggressive licensing programs exist at the "big athletic schools with national exposure," Chasser notes. Among the Ivy League schools, only Princeton actively pursues its licensing rights. "The Ivy League schools have the potential, but they often don't understand a licensing program," she says. "Harvard is losing hundreds of thousands of dollars every year" by not licensing its name.

Collegiate licensing actually accounts for only a minuscule piece of the action when all commerically li-
censed products are considered. The ACLA estimated about $54 billion in sales last year for toys, clothes and oth-
er products bearing trademarked characters.

The crucial difference between commercial and collegiate licensing is exclusivity. For commercial products, such as Bloom County's Opus dolls, the manufacturer gets an exclusive contract to produce the dolls, along with a "huge, guaranteed fee," Chasser says. When public institutions like schools issue licenses, they provide them to many manufacturers, cheaply but nonexclusively. With so many li-
censees on the market, the biggest problem becomes enforcement.

University officials credit the licensing office's determined enforcement against "infringers"—those who inten-
tions "O" unwittingly use the trademarks without permission—turning the monetary tide in OSU's favor.

"Enforcement is something everybody in this office does. We all look around when we're out," Winters says.

The licensing staff members head out to county fairs, craft shows, sidewalk sales and football Saturdays on the lookout for infringers. They visit High Street businesses and cruise gift shops and boutiques at shopping malls. Occasionally, one of their loyal licensees will call in to report a suspi-
cious cache of OSU items.

Some infringers take it graciously when caught; others less so. "Sometimes they feel they're doing the university a favor," Winters explains with a shrug. "We keep stressing that it's in the best interest of the students to have the university name licensed."

One licensees who wholeheartedly agrees with that sentiment is Mary Eckert, a k a "The Flag Lady." She owns and operates the Flag Lady's Flag Store on Indianola Avenue, where flags and banners are hand-
crafted and custom-designed for OSU, several Columbus corporations and other clients, most recently the Cleveland Browns.

When her business began two years ago, Eckert noticed an article about Anne Chasser and the licensing program. Years of working for attor-
eyes had given Eckert a keen sense of things legal. "I just think along those lines," she explains. "So I contacted the university and got licensed right away."

During football season, the flag lady donation the theme flag that "Brutus Buckeye" carries aloft during the third-quarter break.

"It doesn't bother us at all, giving Ohio State a royalty. I think it's fine

CONT ON PAGE 6
and dandy," says this avid fan of the university. "I just keep track of sales, and send them a check every now and then."

People infringing on the university's trademarks don't concern Eckert much, though she does wonder when she sees OSU flags displayed at big discount stores. "I just figure Anne's doing a super job and they're going to catch 'em," she says.

"We have gained a reputation," Chasser says with a grin. "The word out there is: You shouldn't mess with Ohio State."

But it was UCLA that won the precedent-setting legal decision earlier this year, which confirmed that universities are entitled to protect and profit from their trademarks. The Southern District Court of Ohio, a federal court located in downtown Columbus, issued a permanent injunction on Feb. 4 against the "Just Sweats" retail chain of 19 stores in Ohio and Kentucky. The Columbus-based clothing stores, which carry sweatshirts bearing dozens of university seals and logos, were ordered to stop infringing on UCLA's trademarks and forced to pay damages and costs to the university. Since the company agreed to abide by the court order, the case never reached trial.

Ohio State's licensing office helped UCLA build its case against Just Sweats, by watching the stores and "making buys" for UCLA of the illegally imprinted sweatshirts, says Jack Revoyr, a UCLA licensing administrator who wrote about the case in the June issue of the Association of Collegiate Licensing Administrators' newsletter.

Yet licensors see their role as more public relations than policing, Chasser emphasizes. "The university can be imposing to some people," she says. "We want to be approachable, and be part of the community."

In about 70 percent of the infringement cases, the university gets full cooperation from the vendor after just one warning letter. "When we find infringers, we try to work with them so they'll understand where the money goes," Chasser says. "Also, the law is behind the university." Major manufacturers are well aware of the licensing responsibilities these days, and giant retailers like JC Penney allow only licensed goods to be sold in their stores.

The turnaround time for obtaining a license contract can be as short as a few days, Chasser says. The licensing staff examines a sample of the product to be sold and checks that the product liability insurance is in order. Once approval is given, OSU provides the camera-ready art for advertising.

Rejections are rare, Winters says. "We have drawn the line on things that are offensive, or that would misrepresent the policies or image of the university," the attorney says. "We consistently say 'No' to condoms. Also on the taboo list are alcoholic products, medical supplies, gambling paraphernalia or items "political in nature." One product refused at the licensing office was a set of mock stock certificates for Buckeye fans. The mere appearance of selling stock in a public university's football team was alarming enough to squash that idea.

Still, the range of articles permitted to bear university symbols is "almost anything you can imagine," Winters says. "It's on hats, clothing, academic supplies, toys, lamps. . . . There isn't much I can think of that we haven't licensed."

Each licensing request is judged on a case-by-case basis, and the office staff endeavors "not to impose our own standards of taste on everyone," she stresses.

So what's the latest in licensing fads? Try a Brutus Buckeye doll who sings the OSU fight song when his tummy is pressed, or the musical wrapping paper and buttons, or the designer chocolates bearing the university's full name (correctly including "The" before "Ohio State University").

"We really don't go out and look for items," Winters says. "People come to us."

Maryfran Johnson, a graduate of the Kiplinger Midcareer Program in Public Affairs Reporting at OSU, is a free-lance writer in Columbus.
Athletics not students, receive logo funds
Licensed merchandise money doesn’t help scholarships

By Matt Wagner
Lantern staff writer

Licensed merchandise bearing the logo of the celebration of 100 years of OSU football could end up generating revenue for the athletic department rather than for student scholarships, which normally receive all royalty money.

Denny Hoobler, director of marketing at the athletic department, said the money received from the project will be funneled from the licensing department to the athletic department because it is exclusively an athletic project.

"The athletic department is totally self-supporting; we get no university money so it will either one, go into student scholarships or two, possibly into our revenue," Hoobler said.

Last year about 135 student scholarships were funded from revenues generated by the licensing department totalling $1.5 million, Anne Chasser said, OSU licensing program director.

Hoobler said the athletic department is always looking for alternative ways of generating revenue to offset expenditures in their $23 million budget.

"The athletic department is not knowing how much revenue the merchandise might bring to the department."

OSU Athletic Director Jim Jones said the decision on whether the royalties from the merchandise will be used for scholarships or the athletic department has not been made.

When asked who would make the decision and when it would be made, Jones said it had not been discussed yet.

OSU President Edward H. Jennings said if the athletic department were to use the revenues for purposes other than scholarships it would create a change in the policy.

The OSU licensing department normally receives a 6.5 percent royalty on all commercial products using the OSU trademark. The royalty for the football logo design is 10 percent because it is a special promotional license. The 10 percent royalty for a special promotion is standard with other schools around the country, Chasser said.

The University of Iowa is also celebrating its 100th anniversary of football and will carry a 10 percent royalty on merchandise, said Dickie van Menter, director of marketing and licensing at the University of Iowa. The revenue will continue to be used for student athletic scholarships, she said.
What's in a name? Millions, if it's licensed

Logo Largesse

By Ellen Ficklen

These days, a number of surprised college and university administrators are watching their school colors turn to pure gold as licensing programs generate royalty income from the sale of items using their identifying marks. Each time a university T-shirt or upscale leather desk blotter with the college name, seal, initials, colors, logo or mascot is sold, the school gets part of the revenue.

Under the licensing programs, no longer can someone legally imprint an item with the school name, sell it in the college bookstore or elsewhere, and pocket the profits. Now, schools with licensing programs require that they approve all products and be paid a licensing fee of between 6.5 and 8 percent of the retail price for each one sold.

One college-licensing expert estimates that as much as $35 million a year are realized in royalty fees from the sales. The expert, Bill Battle, co-founder of the Collegiate Licensing Company, with offices in Atlanta and Carpinteria, Calif., which handles licensing for 117 colleges and universities on a consortium basis, said some schools may earn over a million dollars annually.

Sales Go Off-Campus

And the amount is rising, as the sale of collegiate logo items expands to off-campus locations, from K Mart to Bloomingdale's, and as schools find new ways to generate royalties. Among these: special-event celebrations featuring unusual logos, and one-time college/

Brutus Buckeye, the Ohio State mascot and moneymaker for the home teams.

commercial promotions. This year, for example, schools like the University of Iowa are celebrating "100 Years of Football," complete with specially designed logos and product tie-ins, while the University of Alabama is issuing a set of 600 football cards, "Alabama's Finest," in conjunction with Coca-Cola and Scott Paper.

"We see it as a product for our fans where we have sponsorship and distribution assistance," said Finus Gaston, associate director of Alabama's business-services division.

Last fall, 11 schools took part in a Libby Glass distribution of college-logo tumblers at a major gasoline-station chain.

Many licensing program directors also are investigating a range of international agreements, especially in Canada, Japan and Europe.

The idea of licensing names and marks isn't new. Witness Disney enterprises and the National Football League. But it is a relatively new concept in higher education. Newer still to schools like Harvard, which only recently decided to license its name in the United States to protect both name and reputation. Harvard officials said they want to insure that items bearing the name or insignia are in good taste and of high quality.

Ohio State, which began its college licensing program in 1974, was one of the licensing pioneers. When the program started, the goal was to halt tasteless uses of the insignia. But "soon all three P's of licensing— protection, promotion and profit — became obvious," said Anne H. Chasser, Ohio State's licensing program director.

It wasn't long before the nation's O.S.U.'s (Ohio State University; Oklahoma State University; and Oregon State University) banded together to establish legal ownership and trademark registration of the O.S.U. initials on a regional basis in connection with their respective school colors.

"It's important to note that this is a whole new source of revenues for schools," said Mr. Battle of the Collegiate Licensing Company. "Nobody is having to cannibalize other sources to come up with the money. Different schools use these royalties differently.

Since last fall, the University of North Carolina has been using part of its new-found licensing income to provide graduate fellowships. Penn State, since its licensing program began in 1983, has tagged some $2 million for athletic and general scholarships. Ohio State University puts all its royalty earnings into the "Name and Seal Endowed Student Scholarship Fund," one of its fastest-growing scholarships.

600 Licensees for Ohio

Ohio State, which manages its own program, has more than 600 licensees: last year $670,000 was added to the scholarship fund, bringing the endowment to $1.6 million. Using only the interest, more than 100 scholarships are awarded annually — such as the $1,000 given this year to Julia Pax, a senior majoring in music education. "I tell my friends, 'Every time you buy an Ohio State sweatshirt you're helping pay for my college,"' Ms. Pax said.

By contrast, Princeton University, which began licensing in 1987, uses the money for faculty and student services. Since the late 1970's, the University of Southern California has put its proceeds into bookstore operations and the university's general fund. Georgetown University began a program five years ago, and earmarks the more than $400,000 a year in royalties into retiring the long-term debt on a gymnasium air-conditioning project. Alabama, with a program begun in 1981, that nets about $500,000 a year, splits the revenue between graduate fellowships and the Paul W. Bryant Museum, named for Alabama's legendary football coach "Bear." Bryant, who details the history of football at the school.

The Association of College Licensing Administrators, formed in 1986, now has 117 institutional members and a quarterly newsletter. Ohio State's Ms. Chasser, who is its president, estimates that as many as 200 colleges and universities have some form of program or are investigating starting one. Indeed, the State University of New York at Buffalo is in the first year of licensing that it hopes will serve as a model for the entire S.U.N.Y. system.

Taking It Seriously

Schools involved in licensing take it seriously. "We filed lawsuits against some companies in the early days, when a 'cease-and-desist' letter didn't stop them," Mr. Chasser said.

"But we've never had to go to court. There have always been out-of-court settlements, and always in O.S.U.'s favor." Other schools, notably Notre Dame and the University of California at Los Angeles, have
CON'T FROM PAGE 3

sued to protect their marks. The University of Southern California hires private investigators to hunt out and buy what it terms "counterfeit merchandise." Georgetown works with United States marshals, whose method is to seize illegal goods and allow the university to donate them to charitable organizations.

"The improved technology of screen-printing means anyone with $500 can set up a T-shirt business in a garage," said Mr. Battle of Collegiate Licensing. "Licensing those goods helps stabilize prices and make sure only good-quality merchandise reaches consumers."

Most manufacturers understand commercial licensing and willingly sign nonexclusive agreements. For years, some manufacturers had even been requesting permission and licensing agreements with the schools.

Mom-and-pop industries are frequently offered less rigorous arrangements, such as lower corporate insurance requirements. Many schools provide guidance and information packets to anyone interested in manufacturing or selling university-related goods. The Licensing Association itself has issued a 70-page Licensing Handbook, detailing licensing for companies interested in entering the field. Ms. Chasser explained: "We try to use licensing as a good public-relations tool. You don't want to discourage people who are supporters of the university."
OSU cashes in on college merchandising craze

By Tim Doolin
Dispatch Higher Education Reporter

The Ohio State University should consider changing its colors to scarlet and gray... and green.

At least when it comes to raking in royalties from apparel and novelty items bearing the marks of the university.

"We have seen continual growth for 15 years," said Anne H. Chasser, OSU's licensing program coordinator. "Each year is more successful than the previous year."

John Cooper should be as lucky on fall Saturday afternoons as the nearby College Traditions store, 286 W. Lane Ave. The store sells only OSU products.

Located about a block from Ohio Stadium, the shop averages about 2,500 customers on the day of a home OSU football game, assistant manager Tim Hand said.

"Ohio State is one of the largest schools in the country. It is a football school. We get a lot of alumni as well as students," Hand said.

OSU receives 6.5 percent of the wholesale cost of every piece of merchandise with the school name or logo. For sales at all stores, that amounted to roughly $950,000 during the 12-month period that ended June 30.

About 90 percent of the OSU merchandise is clothing. A person can be dressed from head to toe with items that sport the school name and colors. Hats, T-shirts, sweat pants, socks and tennis shoes are just some of the items that bear the OSU logo. OSU beach balls, stuffed animals, mugs and glasses also are available.

"We have our mark on literally thousands of products, from key chains to baby bottles," Chasser said.

In the last five years, the licensing program has really taken off.

"Where we are seeing a tremendous growth is nationally," Chasser said.

Anne H. Chasser displays just a few of the many items bearing the OSU logo.

"Collegiate marks are popular as a fashion statement. We are certainly among the top 20 or 25 schools," Chasser said.

Notre Dame is considered in a league by itself when it comes to money made from licensed merchandise. But OSU's program compares favorably with the likes of the University of Southern California, UCLA, the University of Florida and Harvard University.

In many cases, the success of a school's licensing program is tied to the success of its athletic program, Chasser said.

"It is a reinforcement of the school name. People want to be associated with a winner," Chasser said.

An already strong University of Michigan merchandise program was boosted a couple of years ago when the school's basketball team won a national championship.

"We always have a strong licensing program," Chasser said. "But if we won a national championship, we would have a fabulous program."

Other factors contribute to the sale of college merchandise. Ivy League schools cash in on their national and international reputation for academic excellence. The University of Hawaii does well because of its location, and Slippery Rock State College is popular because of its unusual name.

Although some products have a hard time sustaining themselves in the marketplace, college products are different, said Mike O'Connell, vice president of creative services for Logo 7 in Indianapolis.

"The reason being that everybody is loyal to his college or university. And the college and university graduate students each year, guaranteeing that the following will continue," said O'Connell, whose company manufactures OSU clothing as well as apparel bearing logos and names of professional sports teams.

OSU merchandise brings more to the university than money.

"A T-shirt bearing the name 'Ohio State University' is like a walking billboard for the university," Chasser said.

The money OSU makes off the merchandise goes to a good cause—student scholarships. There is more than $2 million in the fund, and last year more than 100 scholarships of up to $1,500 each were awarded.

OSU formed its licensing program 15 years ago. The school name is registered with the U.S. Patent and Trademark Office in Washington and the Ohio secretary of state.

Manufacturers and retailers must go through OSU to get permission to create and sell products with the school marks. More than 100 companies are licensed to manufacture OSU products, and about 60 stores in central Ohio alone are dedicated to selling primarily OSU merchandise.

"The real reason for the licensing program was the control aspect so that we could protect our image. The school's name is a valuable property," Chasser said.

Sometimes merchants try to sell products with the OSU name without permission. When that happens, OSU asks them to stop and threatens legal action.

OSU has never sued a company for trademark infringement, and "those in the business for the long haul know the value of doing it correctly," Chasser said.
The Complete Buckeye

Two fashion looks for hard-core Ohio State fans

By Marshall Hood
Dispatch Fashion Reporter

Thank God, we're not Gobblers.
Or Ducks.
Or fans of any of the other Division I colleges and universities whose team colors are serious assaults on accepted color coordination, Mother Nature and, in some cases, simple good taste. Glaring examples all of collegiate football's version of Glamour don'ts.

Outsiders may make fun of the way Buckeye fans dress for football Saturdays. They may scorn our sometimes overindulgence in the scarlet-and-gray look. And they may sneer at our propensity to wear virtually any piece of apparel sanctioned or not by the giant Ohio State University marketing machine. (Hey, not everyone can appreciate mooning opposition fans across the field wearing panties proclaiming "I'm BEHIND the Buckeyes." Right?)

They may laugh outright at seeing a garage door, mailbox or van painted scarlet and gray. Outsiders may glare in amazement at a Buckeye toilet seat. But all things considered, scarlet and gray ain't bad. Especially not when you consider the uniforms of many of our divisional colleagues.

Visualize for one unsavory moment the color choice of the Virginia Tech Gobblers: orange and maroon. Or the Oregon Ducks' green and yellow. Now, brace yourselves: the purple and orange of the seemingly colorblind Clemson. Oh, eye assault.

Perhaps, however, many Buckeyes do tend to overindulge in a good thing. Too much scarlet and gray on one single human frame can be as offensive to the eye as a Michigan victory is to the psyche. (Well, maybe that's taking things too far.) But around here, overindulgence is easy and expected. And finding OSU apparel in which to overindulge is as simple as finding orange barrels on the interstate.

Two days before the kickoff of the '90 grid season, a new crop of apparel awaits, at such stores as Buckeye Corner, Buckeye World, College Traditions, Conrad's College Gifts and Long's Book Store.

T-shirts, sweats, jackets and jerseys — the newest curvy appliqued satin letters and designs, and drawings of campus buildings. There are gray fabric ponytail holders emblazoned with "Ohio State," French terry sweat shirts with a subtle white pattern on a white shirt, and "Ohio State Mom" and "Ohio State Dad" sweat shirts.

How about a black wool jacket with black leather sleeves, decorated with a football, a helmet and "Ohio State Buckeyes."

For little Buckeyes, there are infant-size sleepers and dresses with scarlet-and-gray-striped sleeves as well as infant sets including a T-shirt, pants and socks. Yes, there is a Burt Simpson T-shirt with the words "Ohio State is Numero Uno, man."

And, remember, there is only one rule of proper Buckeye dressing. It goes something like this:

On any given Saturday, from Sept. 8 to Nov. 24, you can never wear enough scarlet and gray.

Forget codes of otherwise appropriate attire. This is, after all, OSU football season. And we are, after all, in Columbus, Ohio.
HOTSTUFF

I've never seen an Ohio State refrigerator. Clothing, yes; furniture, yes; vases, certainly. You can buy bags of snacks that carry the university logo and numerous Ohio State plates, cups, bowls and napkins for serving them. You can bed down in your Ohio State sleep shirt with your Ohio State slippers tucked under the edge of the bed you've covered with an Ohio State blanket.

Don't you know someone who'd pay a few extra bucks for a Buckeye microwave? A "Toast 'Em" toaster, a set of "Roast 'Em" pots and pans? Maybe next year. Here's a round-up of new 1980 Buckeye stuff. I've indicated whether items can be found at Buckeye Corner, 6144 Risher Blvd. and 6666 Sawmill Rd.; Buckeye World (three locations); College Traditions, 286 W. Lane Ave.; Conrads College Gifts, 310 W. Lane Ave. and 6388 Tussing Rd.; or Long's Book Store, 1806 N. High St. If no store is mentioned, you can find the item at several different ones. Most stores offer mail order. And you can get a catalog of items from the OSU Alumni Association. Call 292-2500.

Brute force

The light of Brutus can shine with this 22-inch ceramic lamp that has the Buckeye mascot as its base. It's all hand-painted, locally created, and is $65 at College Traditions. You can balance it with a helmet lamp ($59.95, Long's). The 28-inch lamp has a down-sized but official-looking football helmet as its base and a gray shade.

Finish the room décor with a wallpaper border that proclaims "Ohio State" in red and white and bears a buckeye design (five yards, $15.95, Buckeye Corner). And accent a bed with sheets, pillowcases and comforters in scarlet, use gray with the words "Ohio State" and "Buckeyes" printed repeatedly on them from Logo Linens. A set of cases is $20.50; a full set, $43.95.

Cheap thrills

Button down to cheers with an "Ohio State Dad" or "Ohio State Mom" heart-shaped button or a rectangular one proclaiming you're an "OSU Alumni" ($98 cents each at Long's.) A white button automatically blinks its small red light once it's pinned to your clothes and will go strong for 80 hours ($3.25, Conrads.) A red yo-yo will amuse you during pre-game revelry ($1.95, Long's), while you can serve guests with a set of clear drinking glasses with red Ohio State logos (beginning at $3.75). Wear GI-style dog tags from FAW Industries, red strips of metal in black plastic on a silver chain, each bearing a six-digit "fan serial number" ($4.25). And sip from a ceramic mug proclaiming "My kid and my money go to Ohio State" ($2.25, Long's).

Tailgate time

Get your car into the spirit with an Ohio State spinner. The 5-inch item uses three suction cups to mount on your car's roof or rear, and the red and gray block "O"'s spin whenever there's a breeze ($17.95, Long's). Grill for friends on the Little Pal portable charcoal grill, from Worthington Industries. The red grill has a cooking grate that's about 15-inches square and has an OSU logo on its top ($34.95, Buckeye Corner).

Accessories that tailgate with a tailgate caddy from Suspended Art Inc. It holds mustard, ketchup, salt, pepper and napkins in a red holder with a gray block "O" design ($17.95, Long's). Let extra guests sit in red folding chairs, which come with carrying cases and say "Ohio State Buckeyes" on their backs ($49.50). And set goodie on an OSU table with glass top, approximately 18 inches tall ($79.95).

Hopelessly devoted

You may not be able to get seats in the stadium, but you can get your own stadium. Local designer John Osborn (different spelling; no relation) offers an exact scale model of the facade of Ohio Stadium. The 7-by-24-by-14-inch model, made of plastic, is $85; a do-it-yourself kit is $45 (College Traditions).

From Fair Traditions comes a set of 5-inch wooden models of the library, the stadium, University Hall and other buildings ($13.95 each, College Traditions).

Two posters offer 16 scenes each of past and present college life: The Way We Were features an 1893 photo of Orton Hall; Maudine, the bovine homecoming queen from 1926; the 1960 Snow Bowl and others. The current scenes include the Woody Center and an action shot of the cheerleaders. Each 18-by-24-inch poster is $5.95 at Long's.

Bearing up

There are always some cute Ohio State items -- this year is no exception. These bears, wearing their own Ohio State ensembles, are from Team Teddies and cost $14.95 each at Buckeye Corner. Larger koalas, pandas and polar bears play the Buckeye fight song when their left paws are squeezed; they're $27.95 each. All are from Buckeye Corner, with similar, smaller fight song-playing versions at Long's.
These logos were in an accession from University Communications which we received in November, 2010. Some do not have dates.
Official Marks of The Ohio State University

FOR ONE COLOR APPLICATIONS, ENTIRE LOGO PRINTS SAME COLOR. BLACK IS PREFERRED, ALTHOUGH PMS 185 OR 429 MAY BE USED.

This logo is intended for use as an athletic identity. Variations, deletions, or alterations are prohibited. Additionally, this logo is not to be used with any other University marks.
Columbus, Ohio. March 5, 1903.
DEPARTMENT OF AGRICULTURE.

THOMAS F. HUNT, PROFESSOR OF AGRICULTURE.
H. J. NOYES, ASSISTANT PROFESSOR OF Dairying.
WILLIAM D. GIBBS, ASSISTANT PROFESSOR OF AGRICULTURE.
CHARLES W. BURKETT, ASSISTANT IN AGRICULTURE.

COLUMBUS, O., March 29th 97.
Pay to O. Hayden, Esq. — or order,
seven hundred and fifty-—three (750) Dollars

From the appropriation made by order of the Board of Trustees
at their last meeting in the matter of funds sold by agent of college
said lands really belonging to Sam Kendrick — this sum was
therefore ordered to be refunded to said Kendrick.

Received payment of the above order in full, Jan 29, 1875

Hayden, Lette
OFFICERS.

V. B. HORTON, (Chairman) of Trustees. Pomeroy.
H. J. STONEHOUSE, (Vice-President) of Trustees.阿里.
J. C. SULLIVAN, (Secretary) of Columbus.
J. W. MCGILL, (Treasurer) of Columbus.

WASHINGTON ARTS.

Agricultural College.

OHIO AGRICULTURAL MECHANICAL COLLEGE.

TRUSTEES.

1st. AARON P. PENNY, (Chairman) Cincinnati.
2d. JOSEPH E. WRIGHT, (Vice-President) Cincinnati.
3d. CYRUS PALMER, (Secretary) Columbus.
4th. HENRY S. CONKLIN, (Treasurer) Sidney.
5th. WILLIAM SANGER, (Vice-President) St. Marys.
6th. JAMES W. THOMAS, (Treasurer) Columbus.
7th. JOSEPH SULLIVAN, (Vice-President) Columbus.
8th. THOMAS E. JONES, (Secretary) Delaware.
9th. WARREN H. WILLIAMS, (Treasurer) Tiffin.
10th. JAMES W. ROSS, (Vice-President) Perrysburg.
11th. RALPH LEFTE, (Treasurer) Lecompton.
12th. DANIEL KELLER, (Vice-President) Lancaster.
13th. MAURICE M. MURPHY, (Treasurer) Granville.
14th. NORTON E. HYNES, (Secretary) Fremont.
15th. VALENTINE B. HORTON, (Treasurer) Bloom.
16th. JOHN C. JANSON, (Secretary) Columbus.
17th. CONKLIN'S SICKMAN, (Treasurer) Canton.
18th. JOHN H. BUCHER, (Secretary) Marion.
19th. HENRY B. BURNS, (Treasurer) Worthington.
Bertha
For your files

PMS cannot be used

Linda

FEB 28 1994

3/24/94
Example: The Dance Club at Ohio State wants to buy t-shirts for its members that say "The Dance Club at Ohio State" and feature the character Brutus Buckeye. No fees or royalty would be charged if sales of the shirt were limited to the club membership, and the group had sought prior approval of the idea from the Licensing Program.

Commercial Use: Any group that wishes to produce an item for general sale (to non-members) for a fund-raiser would need to pursue a standard License Agreement. An advance fee may be required and sales would be subject to royalties. Also, the product must be obtained from a licensed manufacturer if one is available. Again, prior permission and approval must be obtained from the Licensing Program.

Example: The Dance Club decided to order an extra 100 t-shirts to sell to non-members to raise funds for a trip to New York. This order would be subject to royalties and an advance fee (if applicable) since it is competing in the open marketplace with other licensed manufacturers.

ENDORSEMENTS

Products and Services: University personnel are prohibited from using their University affiliations for the purpose of endorsing products and/or services that they have utilized as part of their employment by Ohio State. This would include specific endorsements (such as a quote: "XYZ products are the best I've ever used," says John Doe, Professor of Veterinary Medicine at The Ohio State University.) or implied endorsements (such as "our service is used by Jane Doe, Engineer, The Ohio State University,") used in the promotion of products or services.

The University's name on a "client list" is permitted, but only when the listing does not contain any judgmental heading or text, such as "our satisfied customers include..." Listing the University's name on client lists which include text such as "Our clients include..." is permissible, but only with prior approval of the Licensing Program.

Research: Reference to research conducted by the University or its employees in the promotion of a product or service is not permitted without prior consent.

from both the researcher and the Licensing Program. These requests are reviewed individually.

DUAL LOGO USE

The University's registered marks and name are not to be used in conjunction with the marks of any other commercial organization. This "dual logo" usage applies to such instances as sponsorship by a commercial outlet on a team uniform or use of a corporate logo in conjunction with the name "Ohio State" on a product.

Example: The Men's Faculty Chorus at Ohio State printed travel bags bearing the club's name that were a gift from "XYZ & Co.," the University's name and marks could not be accompanied by the "XYZ & Co." corporate logo or name.

LOCATING LICENSED PRODUCTS

The Licensing Program maintains a list of manufacturers licensed by the University to produce Ohio State merchandise. Organizations needing help in locating licensed manufacturers of particular products should contact the Licensing Program.

THE NAME & SEAL SCHOLARSHIP FUND

Net proceeds of the Licensing Program, monies generated from licensing fees and royalties, directly benefit the students at The Ohio State University through the Name and Seal Scholarship Fund. The endowed fund provides scholarships for deserving Ohio State students based on academic achievement and financial need. All students are eligible to apply for the scholarships, which are awarded annually.

BENEFITS OF LICENSING

By seeking help from the Licensing Program, campus organizations are assured of locating quality products from approved manufacturers. Only those companies that meet the high standards of the University are licensed to manufacture Ohio State merchandise. Secondly, the sale of licensed goods helps benefit the educational goals of the University by providing scholarships to deserving students.
THE LICENSING PROGRAM AT OHIO STATE

The Licensing Program regulates, promotes, and protects the commercial use of the University's name and identifying marks, both on and off campus. This includes granting approval for use of the many registered service marks and trademarks of the University, such as logos, the University Seal, and even identifying names like "Ohio State" and "Buckeyes." Price permission must be obtained from the Licensing Program before using any of the University's registered marks. This ensures protection of the integrity and identity of the University.

WHAT OHIO STATE MARKS ARE REGISTERED?

The University has a comprehensive list of registered marks, including The Ohio State University, Ohio State, Buckeyes, "Go Bucks," the initials "OSU," the University seal, and the Block "O," as well as the character and name "Brutus Buckeye.

By ensuring that products bearing the University marks are of high quality and good taste, we further promote Ohio State's outstanding reputation. Proper use of the University's name also stimulates public awareness and support.

The University has registered its identifying marks with the Ohio Secretary of State, the United States Office of Patents and Trademarks, and the Canadian Trademark Marks Office. Ohio State continues to pursue registration overseas, as well.

Revenue generated by royalties on goods that bear the University's name and marks go into the Name and Seal Scholarship Fund, one of the fastest growing endowments at Ohio State.

USE OF THE UNIVERSITY’S IDENTIFYING MARKS

Ohio State has strict guidelines for the use of its marks on official University documents and identifying materials (letterhead, business cards, etc.). These guidelines are governed by University Communications, which is charged with overseeing the identity program for campus departments and personnel. Any questions about the use of the logos and University seal as they pertain to official documents should be directed to University Communications.

Campus organizations, such as registered student, faculty, or staff groups or clubs, may make use of the University name in their title, publications, or letterhead, but not in a manner that would constitute an endorsement, approval, or underwriting of any product, activity, service, or contract by The Ohio State University. The use of the name may follow the organization's title, as means of locating the group to the campus, but may not be included as a part of the official title.

Permissible: The Student Chess Club at Ohio State. Not Permissible: The Ohio State Student Chess Club.

Sport Clubs that wish to make use of the word "team" in their titles may do so only if the words "sport club" precede the word "team" as shown below. This avoids confusion of sport clubs with the University's varsity athletic teams.

Permissible: Rugby Sport Club Team at Ohio State Not Permissible: Ohio State Rugby Team

In titles, the initials "OSU" are not permitted. The full University name (Ohio State or The Ohio State University) is the proper designation.

IDENTIFYING MARKS

Ohio State has strict guidelines for use of its marks on official University documents and identifying materials (letterhead, business cards, etc.). If an item utilizing a University mark (or the name) is produced solely for the members of a particular group, no licensing fee or royalty is charged to the group or the manufacturer of the product. However, a non-royalty bearing License Agreement stating the purpose, cost, and quantity of the item produced must be filed with the Licensing Program, and prior approval of both the item and any design or artwork must be obtained. The group would also be required to purchase the item from a licensed manufacturer if one is available.
Manufacturers of academic goods are required, even, to produce handcrafted items. The University’s marks must be submitted to the Licensing Program at the expense of the manufacturer. The advance fee is paid before the execution of the agreement.

A final sample of the product that bears the Ohio State marks must be submitted to the Licensing Program for approval.

The University has the right to review sales and royalty records of the Licensee that pertain to the sale of Ohio State merchandise. Proof of product liability insurance is required, with the University named as an additional insured. Liability limits vary by product.

Licensees are required to mark the products with the “Collegiate Licensed Product” label, and all appropriate trademark designations must accompany the University’s marks. The manufacturer’s name must appear on the product itself, the “Collegiate Licensed Product” label, or hang tag.

Sales are limited to the United States unless otherwise specified.

There are no exempted sales of licensed goods, but there is no royalty charged if the goods manufactured are considered academic merchandise (i.e. writing instruments, notebooks, binders, report covers, etc.).

The University recognizes and salutes the spirit of the small business person by granting special licenses, called Cottage Agreements, in certain cases. These agreements, which carry a negotiated yearly fee, are used primarily for those who produce handcrafted items. The one-year agreement is evaluated on its anniversary date to determine if a standard agreement is appropriate at renewal.

Companies or individuals wishing to make use of the University’s marks for promotional purposes and/or advertisements may apply for a License Agreement for Promotional Use. These contracts are usually for a limited time period, and generally carry a 10 percent royalty on the total budget for the promotion or advertisement.

The Limited License Agreement is for those companies or individuals who wish to sell a limited amount of products for a limited amount of time. An advance fee is paid before the execution of the agreement.

Net proceeds of the Licensing Program directly benefit the students at The Ohio State University through the Name and Seal Scholarship Fund. The endowed fund provides scholarships for deserving Ohio State students based on academic achievement and financial need. All students are eligible to apply for the scholarships, which are awarded annually.

The licensing of products that bear the University’s marks may benefit the manufacturer in many ways. The University is committed to enforcing its trademark rights and protecting its licensees by regularly shopping the marketplace for unlicensed goods. The use of the University’s registered marks without permission is a violation of state and federal trademark law, and violators are subject to prosecution.

High quality standards help eliminate unsafe, low quality, and distasteful goods from the licensed collegiate market. Consumers associate “licensed” with quality products, and seek out goods displaying the licensed product label in the marketplace.

In turn, retailers are provided lists of Ohio State licensees and product listings to assist them in seeking out licensed merchandise.

Because of its excellent reputation in academics, research, public service, and athletics, there is a strong demand for Ohio State products in the marketplace. With one of the largest alumni associations of any university, Ohio State has graduates in virtually every corner of the world, stretching the market for licensed Ohio State goods far beyond the boundaries of Columbus.

For more information:
Licensing Program Director
The Ohio State University
364 McShane Hall
Columbus, OH 43210-1375
Phone: (614) 292-3362
Ohio State University is recognized around the world as a leader in education, research, public service, and athletics. Because of that excellent reputation, there is a demand by alumni, friends, and fans for products that bear the University's name. In 1974, Ohio State became one of the first universities in the nation to develop a trademark licensing program to oversee the use of its name and identifying marks.

**WHAT IS THE LICENSING PROGRAM?**

The Licensing Program regulates, promotes, and protects the commercial use of the University's name and identifying marks, both on and off campus. This includes granting approval for use of the many registered service marks and trademarks of the University, such as logos, the University Seal, and even identifying names like "Ohio State" and "Buckeyes." Prior permission must be obtained from the Licensing Program before using any of the University's registered marks. This ensures protection of the integrity and identity of the University.

By ensuring that products bearing the University marks are of high quality and good taste, we further promote Ohio State's outstanding reputation. Proper use of the University's name also stimulates public awareness and support.

The University has registered its identifying marks with the Ohio Secretary of State, the United States Office of Patents and Trademarks, and the Canadian Trade Marks Office. Ohio State continues to pursue registration overseas, as well.

Revenue generated by royalties on goods that bear the University's name and marks go into the Name and Seal Scholarship Fund, one of the fastest growing endowments at Ohio State.

**WHAT OHIO STATE MARKS ARE REGISTERED?**

The University has a comprehensive list of registered marks, including The Ohio State University, Ohio State, Buckeyes, "Go Bucks," the initials "OSU," the University seal, the Block "O," as well as the character and name "Brutus Buckeye."

The registration covers any use of these specific names and phrases, as well as any variation or likeness of the logos, seals, and characters. Again, permission must be obtained for use of any of these identifying marks.

While the University has strict identity guidelines for on-campus use of the marks, these regulations are less restrictive for commercial use. Variations of the character Brutus and University logos, for example, are permitted with prior approval.

**THE LICENSING PROCESS**

The University grants non-exclusive, royalty bearing License Agreements to manufacturers of products in virtually every product category. There are certain products, however, that are not approved by the Licensing Program, such as those deemed dangerous or not appropriate to the University.

The first step in obtaining a License Agreement is the application process. Applications for an agreement can be obtained by writing the Licensing Office of Trademark & Licensing.

The Ohio State University
Office of Trademark & Licensing
Linda Hall
33 W. 11th Ave. Room 204
Columbus, Ohio 43201

and a signed copy of the License Agreement, manufacturers are required to submit for approval a representative sample of the product they plan to produce that will bear the Ohio State marks. At this point, the product need not carry the Ohio State marks. An advance royalty fee and proof of liability insurance are also required at the time of application. If approved, a fully executed copy of the License Agreement and camera-ready artwork of the University's registered marks will be sent to the applicant.
SUBJECT: Athletic Identity Logo

TO: Ohio State Licensees

FROM: Anne H. Chasser, Director

We are happy to introduce the new Athletic Department identity logo for The Ohio State University. This artwork is now available for commercial applications with the following restrictions:

- This logo is intended to serve as an identity mark for the Department of Athletics only, and is not for use on campus by any other University department or office.

- In commercial applications, this mark is not to be used in conjunction with any other University mark. If it appears on an item, it is the only mark that is to appear on that item.

- Changes, alterations or adornments to this mark are strictly prohibited. The accompanying Standards Manual outlines the proper application of the mark.

This mark has been phased into use by the Department of Athletics over the past several months, and has replaced all existing marks on their letterhead, uniforms, coaches clothing, etc.

If you have any questions regarding the guidelines for use of this mark, or any University mark, please don't hesitate to contact us.
The name, seal, and identifying marks of The Ohio State University denote a tradition of growth and excellence, combined with an unending school spirit. Ohio State has the largest alumni association and one of the largest single-campus enrollments in the nation, and the registered marks of The Ohio State University are among the most popular collegiate emblems nationwide.

Thanks to the compliance of licensed manufacturers such as yourself, the sales of official Ohio State products provide scholarships through the Name and Seal endowed Student Scholarship Fund—one of the fastest growing funds at The Ohio State University. Additionally, the Licensing Program ensures that quality products are in the market; therefore extending the goodwill of the University to the consumer.

This portfolio assists licensed manufacturers in designing new products with updated Ohio State emblems. As new designs are executed, your company will receive additional sheets for this portfolio. The camera-ready designs contained in this packet replace any existing logo sheets you may have received.

HOW TO USE THIS ART PACKET

The logotypes and word marks included in this packet are for licensees of The Ohio State University’s use only. Any other use is unauthorized and improper, and reproduction of this packet without permission is a violation of both state and federal law, subject to both criminal and civil remedies.

Manufacturers of products bearing the designs contained within this packet must submit a concept sample of their product to the Licensing Program. When the concept is approved, a final sample of the product must be submitted.

Variations of the licensed marks contained herein are prohibited unless approved by The Ohio State Licensing Program. Please be aware that the mark of The Ohio State University Alumni Association is prohibited for use by any organization other than the alumni association.

Direct all inquiries to:

The Ohio State University
Office of Trademark & Licensing
33 W. 11th Ave., Room 204
Columbus, OH 43201-2013

Alumni Association mark

The sheets in this packet are intended for reproduction. All are camera-ready. Official colors for the logos of The Ohio State University are:

Red: 12 parts PMS Warm Red, 2 parts PMS rubine red. (PMS 185 may be substituted.)
Gray: PMS 429
Green: PMS 360

Color sheet samples of the official colors are included at the back of this packet.
WORD MARKS OF THE OHIO STATE UNIVERSITY

All of these words are registered trademarks of The Ohio State University. This registration protects any variation of these word marks.

The Ohio State University®

OHIO STATE®

OHIO STATE BUCKEYES®

Buckeyes®

GO BUCKS®

Brutus Buckeye℠
Camera Ready Trademarks, Service Marks, and Logos of The Ohio State University

Red: PMS 185 with only two parts Rubine Red
Gray: PMS 428
Green: PMS 349
Brown: PMS 463

Block O is Red with a gray shadow and black outline.

Helmet is solid gray outlined in black. Bold center stripe is red, and is flanked on both sides by a white and then black stripe. Face mask is white.

Go Bucks!

Brutus Buckeye

OHIO STATE

T·H·E O H I O S T A T E
U N I V E R S I T Y

T·H·E O H I O S T A T E
U N I V E R S I T Y

T·H·E O H I O S T A T E
U N I V E R S I T Y

©Copyright The Ohio State University, 1990. Reproduction without permission is prohibited. Any variations of the above marks are controlled by The Ohio State University under its Trademark and Service Mark Registration. For information contact: Licensing Program Director, The Ohio State University, 128 Derby Hall, 154 North Oval Mall, Columbus, OH 43210-1321, (614) 292-1562.
BRUTUS BUCKEYE

Color specifications:
One color: Black, OSU Red (12 parts Warm Red and 2 parts Rubine Red), or OSU Gray (PMS 429.)
Two color: Brutus and "BUCKEYES" print black; "OHIO STATE" prints OSU Red.

Trademark specifications:
The trademark symbols (TM) and ® should be positioned with Brutus as shown here on the camera-ready art.

Note:
Brutus may be used alone, or in conjunction with "OHIO STATE" and "BUCKEYES" as shown only. No other element or type should be substituted.
Official Marks of The Ohio State University

FOR ONE COLOR APPLICATIONS, ENTIRE LOGO PRINTS SAME COLOR. BLACK IS PREFERRED, ALTHOUGH PMS 185 OR 429 MAY BE USED.

PMS 185
PMS 429

This logo is intended for use as an athletic identity. Variations, deletions, or alterations are prohibited. Additionally, this logo is not to be used with any other University marks.
This manual is intended as an introduction to the athletics logo as well as a comprehensive guide to its application. The logo has been developed to replace the past confusion of differing identities with one recognizable symbol for all of the university's varsity sports programs. It is a blend of the tradition of Ohio State Athletics with the excitement of the future success of our sports teams.

Through the consistent and accurate application of the logo, you can contribute to the success of this effort. This manual presents guidelines to follow when using the logo as well as situations to avoid. Also included are sheets of reproducible logos for your use.

Should you have any questions or comments concerning the logo or this manual please contact:

Trademark & Licensing Services
Suite 204
33 W. 11th Avenue
Columbus, Ohio 43201
(614) 292-1562
FAX 292-2023

We hope you are excited about using this logo and will enjoy contributing to the success of this campaign and all of Ohio State Athletics.
Although the logo can appear alone, it will at times be accompanied by the name of one of the sports teams. These should be set in Futura Extra Bold Caps with normal kerning at a height equal to the thickness of the block "O" in the symbol (see diagram at right). It should be centered beneath, leaving a space from the bottom of the symbol to the top of the type that is equal to 2/3 the height of the type.

If a name has multiple words with a combined character count of more than thirteen, set it on 2 or 3 lines as needed. Break lines between words only, never hyphenate. These additional lines should also be centered with the space between them equal to 1/3 the height of the type.

In all cases, these names must appear in the same color as the 'OHIO STATE' lettering.
In most cases the logo will appear on a white or very light colored background. The color breaks for both two and three color printing as well as process color reproduction are provided in the bar chart to the right of their respective, separated elements. This registered art is provided for reference, but may be used for reproduction at the same size or smaller.

When reproducing the logo in process colors or black and PMS 185, a 40% screen of black is used in place of PMS 429 for gray. For one color reproduction black is preferred, although PMS 185 may be used. Reproducible art is provided with this manual.

Printed samples of the colors to be used are also provided at the right. They are:
- PMS 185 (red)
- PMS 429 (gray)
- Black

PMS® and PANTONE MATCHING SYSTEM® are registered trademarks of Pantone, Inc.

The colors shown throughout this manual are not intended to match the PANTONE® Color Standards. Please refer to the current editions of the PANTONE® Color Publications for the accurate color.
In many cases the logo will appear on a background of PMS 185, PMS 429, or black. In these instances the logo should not be printed as described for light backgrounds. Instead, the following color breaks should be used.

On PMS 185:
The block "O" is PMS 429, the rule around it is black, and the "OHIO STATE" lettering is white.

On PMS 429:
The block "O" is PMS 185, the rule around it is white, and the "OHIO STATE" lettering is black.

On black:
The block "O" is PMS 185, the rule around it is PMS 429, and the "OHIO STATE" lettering is white.

On backgrounds other than white, black, PMS 185, or PMS 429 the entire logo should appear in black or reverse to white, whichever provides more contrast.
A clear zone has been established around the symbol in order to maintain its integrity and to avoid visual confusion. It is proportional to the height of the symbol as indicated in the example to the right. No other type or graphic element (including folds, trims or edges) should fall within this zone.

When names are added to the symbol, this clear zone must be extended accordingly, as in the bottom example to the right. The bottom margin is now measured from the baseline of the last line of type. The sides are extended only if the name is wider than the symbol. The measurement at the top remains the same.
Included with this manual are sheets of reproducible logos for your use in preparing printed materials. These should be used at the same size or smaller. At no time should the logo be reproduced smaller than 1/2 inch high. If a larger size is required (for banners, signs, etc.) or more logo sheets are required, please contact the following department:

Trademark & Licensing Services
Suite 204
33 W. 11th Avenue
Columbus, Ohio 43201
(614) 292-1562
FAX 292-2023

We hope this manual has been useful in guiding your usage of the Ohio State Athletics logo. By faithfully following these standards we all contribute to the success of this exciting identity.
The artwork is provided for one-color reproduction of the Commercial Seal. Specifications of color breaks for four-color process reproduction can be provided by the Licensing Program.
Visual Identity Guidelines

• Logo (http://www.osu.edu/identity-legacy/logos.html#logo)
• Preferred University Logo Colors (http://www.osu.edu/identity-legacy/logos.html#color)
• Color Usage (http://www.osu.edu/identity-legacy/logos.html#usage)
• Logo with Background Color (http://www.osu.edu/identity-legacy/logos.html#backgroundcolor)
• Unacceptable Color Usage (http://www.osu.edu/identity-legacy/logos.html#unacceptable)
• White Space and Size (http://www.osu.edu/identity-legacy/logos.html#whitespace)
• Other Logo Reproduction (http://www.osu.edu/identity-legacy/logos.html#otherrepro)
• Logo with Campus or Location Distinction (http://www.osu.edu/identity-legacy/logos/campus_distinction.html)
• Logo with College, Department, or Unit Distinction (http://www.osu.edu/identity-legacy/logos/college_distinction.html)
• Logo Use in Print (http://www.osu.edu/identity-legacy/logos/publications.html)
• Unacceptable Logo Usage (http://www.osu.edu/identity-legacy/logos/unacceptable_logo.html)

University Logo

Overview

The Ohio State University logo serves to identify the university in all forms of communications, and it preserves the integrity of its reputation for academic quality, innovation, research, and leadership in higher education.

The logo consists of a solid box with the words "The Ohio State University" reversing out of it. Consistent application of this logo in communications and signage across campus is integral to the success of Ohio State's identity program.

All materials, print or electronic, published by the university must correctly display The Ohio State University logo. The logo must be high resolution and not be overprinted, manipulated, or distorted. Such alterations would damage the logo's visual integrity and effectiveness.

The Ohio State logo should never appear smaller than the other logos used. Normal white-space, color, and size guidelines apply. Preferably, the Ohio State logo should appear to the left of other logos or first in reading order.

The use of the logo is restricted to Ohio State colleges, departments, organizations, and administrative units.

Preferred University Logo Colors

Use of Ohio State's official preferred color red (scarlet), PANTONE 200, is critical when reproducing the university logo.

Black is the preferred alternative when red is not used.

The logo should always be printed in one of four preferred colors: red, black, gray, or white. Exception: If the
The logo should always maintain maximum visibility over any background color or image. The logo can be screened to 35% black but should never be less than 100% opaque in any other color. The logo may be placed over photographs as long as maximum readability is maintained.

The correct version of the logo is a red (PANTONE 200) box with the words "The Ohio State University" reversed to white. Other versions exist and are indicated below.

**Preferred**

**PANTONE 200**

**Acceptable**
Logo with Background Color

If the logo is printed with a solid red or non-contrasting color background, the logo will need to be shown as white with red, black, or gray letters, and with no outline. If a solid color background has enough contrast with the solid logo, then it should be used, with no outline.

Unacceptable Color Usage for the Logo

Unacceptable color usage includes:

- Using screen tints of the official university PANTONE 200 or any other color except black
- Mixing the colors in any combination other than the approved usage
- Using color digital files when outputting to a black and white laser printer (This will render the official color of PANTONE 200 red in a screen of black, making the logo look screened.)
- Using colors for the logo other than the preferred color choices of PANTONE 200, black, or PANTONE 429.
Exception: If the publication is printed in one or two colors and none of the colors is a preferred one, the logo must be printed in the darkest of the color(s) used.

White Space and Size

Minimum white space around the logo should be 1/4 width of the box or 1/8" minimum.

Minimum logo height for print applications: 1/2".

Minimum logo height for web/interactive: 54 pixels.

NOTE: The Ohio State University Medical Center has been granted an exemption to the "white space" restriction around the university logo. Due to its unique need to be competitive in the health care market, the Medical Center has built a brand that acknowledges its university affiliation as well as a unified commitment to personalized health care. No other academic or administrative unit of the university currently has an equivalent dual challenge, and, therefore, this exemption is intended to be unique to the Medical Center.

Other Logo Reproduction

The logo may be embossed, foil stamped, or printed in metallic inks providing the colors are gold, silver, gray, smoke, black, or red.
The minimum height for an embossing die is 1".
Visual Identity Guidelines

- Wordmark (#wordmark)
- The Ohio State University Seal (#seal)
- Athletic Logo (#athletic)
- Alumni Association Logo (#alumni)
- Ohio State Commercial Logos (#commercial)
- Medical Center Logos (#medcenter)

Other Ohio State Marks

Wordmark

The words "The Ohio State University" can be used when institutional identity is needed and the logo is being used elsewhere. When that occurs, the font is Univers 67 Bold Condensed, all caps, or Minion Semibold or Minion Regular in all caps or caps and lower case.

The Ohio State University

The words "The Ohio State University" can be used when institutional identity is needed and the logo is being used elsewhere. When that occurs, the font is Univers 67 Bold Condensed, all caps, or Minion Semibold or Minion Regular in all caps or caps and lower case.

The Ohio State University

Minion semibold or regular, uppercase (see print example
(othermarks/wordmark_examples.html#u67))

The Ohio State University

Minion semibold or regular, uppercase (see print example
(othermarks/wordmark_examples.html#minupper))

The Ohio State University

Minion semibold or regular, upper and lowercase (see print example
(othermarks/wordmark_examples.html#minupperlower))

The Ohio State University Seal

The university seal is not a logo but a symbol reserved for use by the Board of Trustees for items such as official documents, diplomas, and certificates. University offices should substitute the use of the university logo for the use of the official seal. Requests for use of the seal should be directed to the Office of the Board of Trustees at (614) 292-6359 or University Marketing Communications at (614) 292-4272.

Athletic Logo

The athletic "O" was developed for use by Ohio State's varsity athletics teams and the Department of Athletics. This
The Ohio State University logo may not be incorporated into non-athletics designs and is not available for use by university departments other than the Department of Athletics. For more information or questions concerning the athletic marks, please contact Trademark and Licensing at (614)-292-1562.

**Alumni Association Logo**

This logo is not available for use by university departments other than the Alumni Association.

**Ohio State Commercial Logos**

Other logos exist for commercial use and can be accessed through the Department of Athletics Publications at (614) 688-0664 or Trademark and Licensing at (614) 292-1562 or [http://www.trademark-licensing.ohio-state.edu/](http://www.trademark-licensing.ohio-state.edu/)

**Medical Center Logos**

Reproduction-quality copies of these and other versions of the Medical Center logo are available in a variety of digital and print formats. These logos and answers to more specific questions about Medical Center logo usage can be obtained from:

The Ohio State University Medical Center
Department of Communications and Marketing
660 Ackerman Road, 2nd Floor
Phone: (614) 293-3670

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This page is maintained by:

[University Marketing Communications](http://relations.osu.edu), Creative Services
Contact Creative Services (mailto:identity@osu.edu).
Our Brand

Who we are

The core of Ohio State's brand is our dedication to learning, to solving problems, to contributing to the greater good—and to doing these things exceptionally well.

Radiating from this core are our essential attributes, which should be considered when creating materials and communicating in general about this institution:

Open and sincere

Our university was founded in the spirit of democratizing knowledge, and we welcome anyone who is curious and willing to work hard. Even as we compete to be the best, we think being friendly is just good manners.

Big and bold
Buckeyes think big and boldly act on our ambitions because we can; we are rich with the resources and talent to turn ideas into reality. We are gutsy. We push boundaries. For those who want to transform the ways our society thinks and lives, the opportunity and a lifelong badge of distinction awaits at Ohio State.

**Inquisitive**

Buckeyes are interested in how things work and why the things are the way they are. They question. They wonder. They explore. They want to know more.

**Practical**

At Ohio State, we generate and pass on knowledge that directly impacts people's lives. Rolling up our sleeves and working together, we tackle the toughest challenges from a multitude of perspectives, and we see it through to the end. Whether we're inventing breakthrough medical treatments, new sustainable agriculture practices, or revolutionary teaching techniques, our pursuit of excellence is imbued with a Midwestern sense of pragmatism.

**Spirited**

Buckeyes are energetic and proud of who we are, but our pride is not limited to history or identity. We find fulfillment in a job well done.

**Locate**

- A-Z website list (a-z.html)
- Academic calendar (http://registrar.osu.edu/staff/bigcal.asp)
- Campus map (http://www.osu.edu/map/)
- Colleges and schools (academics/a-z.html)
- Departments directory (http://www.osu.edu/departments/)
- Majors and programs (http://majors.osu.edu/)

**Information**

- Campus information (information.html#Campus-Information)
- Employment (information.html#Employment)
- News (information.html#News)
- Policies (http://www.osu.edu/policies/)
- Safety (http://www.osu.edu/safety/)
- Visitors (http://www.osu.edu/visitors)

**Centers**

- Academic (centers.html#Academic)
- Arts and cultural (centers.html#Arts-&-Cultural)
- Medical (centers.html#Medical)

**Administration**

- Diversity (administration.html#Diversity)
- Governance (administration.html#Governance)
Official Ohio State symbols have seen various modifications

By Sarah Pfledderer
The Columbus Dispatch    Thursday March 14, 2013 9:29 AM

Ohio State football fans catch sight of them on the scoreboard at Ohio Stadium.

Students notice them throughout campus — on signs, letterheads and apparel.

Passers-by glimpse the most enduring of all within the bricks of the Oval.

Yet the official seal of Ohio State University today only vaguely resembles its appearance during the early history of the school — with the academic and athletic logos still comparatively new.

In light of the recent changes to the OSU symbols, The Dispatch reviews their evolution:

SEAL

1871: Created by Joseph SulJivant, secretary of the first board of trustees, the first seal is intended for use as a wax or foil mold on diplomas and other documents. It reflects the founding name (Ohio Agricultural and Mechanical College) and year (1870).

1878: An update reflects the name change (to Ohio State University), and Columbus, Ohio is added at the bottom.

1914: Ohio after Columbus is dropped, presumably to make room for The, which is placed before Ohio State University; buckeye leaves are added behind the pyramid.

1940: In a redesign by OSU graduate Thomas E. French (Class of 1895), the presidential crest — once called the coat of arms — is incorporated and the pyramid minimized.

1952: University architect Howard Dwight Smith simplifies the seal and crest, spotlighting the buckeye leaves, shield and open book on the crest; and adding the Latin words disciplina in civitatem, or “education for citizenship.”

1986: A detail from the original design is reinforced, with 1870 replacing Columbus. The elimination of the city allows the seal to be used consistently throughout OSU campuses.

2013: A new design by Jacquie Aberegg, assistant vice president for marketing, incorporates the “block O” — considered a widely recognized symbol of OSU — for consistency with the academic and athletic logos.

ACADEMIC LOGO

1977: The first academic logo, designed by the RichardsonSmith firm, is introduced, giving Ohio State a second official symbol. The university Logo and Letterhead Committee favors something recognizable and affordable for use universitywide.
Official Ohio State symbols have seen various modifications | The Columbus Dispatch

1986: A redesign showcases the full name, setting the logo apart from those of schools with the same initials (such as Oregon State University and Oklahoma State University). Developed by David Hoover of the Office of University Publications, it is inspired by the Penn State logo.

2013: The latest logo, designed by Jacquie Aberegg, incorporates a block O, in keeping with the OSU mission to have an identifiable symbol among all departments. The Ohio State University, underlined and in gray, is written to the right (not pictured).

ATHLETIC LOGO

1992: The first athletic logo is designed by Eric Rickabaugh, a 1978 OSU graduate. Incorporating the block O, previously used in various ways, the Athletic Department becomes the first entity to put the symbol in an official logo.

2013: The latest incarnation, a tweaking by Jacquie Aberegg of the original, features Ohio State in bold, for greater readability.

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