



UC Berkeley® Trademark Guidelines and Requirements

These provisions apply to the use of campus Trademarks ("Marks") on products, in all forms of media, such as print advertising or the Internet, and include use of Internet domain names.

The following general provisions pertain to persons and organizations affiliated with the campus as well as to outside entities and agencies:

- a)** The campus should not be referred to as "Cal Berkeley." Acceptable nominations are "UC Berkeley," "University of California Berkeley," "Berkeley," "Cal," or "California." All variations of the University's name are trademarks of the University of California Berkeley, and property of the UC Regents.
- b)** It is unacceptable to combine "Berkeley" with "Bears," "Golden Bears," "Athletics," or any athletic team designation (i.e., "Berkeley Football"). The athletic teams should only be referred to as "California Golden Bears," "Cal Bears," or "University of California Golden Bears". The following trademarks may also be used when referring to the University of California programs and/or the campus: "Golden Bears" (the team name), "Go Bears!," "Bear Territory," or "This is Bear Territory." The preceding names and phrases are trademarks of the University of California Berkeley, and property of the UC Regents.
- c)** "University of California" may not be used without specifically indicating the Berkeley Campus (a reference to the Golden Bears is sufficient to indicate the Berkeley Campus). Examples of correct uses include: "University of California Golden Bears" or "University of California, Berkeley".
- d)** The University's marks should always present a positive image.
- e)** In accordance with the State of California Education Code 92000, the University's name and/or marks may not be used in any way that could state or imply an endorsement of a business, social, political, religious or economic movement, activity, program or group, or in advertising services.
- f)** The University seal is restricted from use on items which could be construed as University documents, publications, or advertisement except when such documents or publications are used by the University for official University business such as checks, certificates, or rubber stamps. The University Seal may not be defaced, altered, overprinted, or dismantled in any manner.
- g)** University marks are not to be associated with alcohol, tobacco, condoms, gambling products, items which could be used to maim or kill, or that could present a high liability exposure. For example, University marks should not be used in conjunction with knives, guns, or cigarette lighters.

h) The University's marks will not be approved for use in association with certain other mark(s), words or phrases, for example: the Playboy bunny, Coed Naked, profanity, ethnic/gender/religious slurs, pro-hazing designs or designs that are deemed to be in poor taste. Further, art that is in some way degrading or demeaning, or reflects poorly on the UC Berkeley image, will not be approved.

i) Copyright Requirements: Artwork which are created by an employee of the University or produced under a "work for hire" agreement are "UC Berkeley®" designs and The Regents of the University of California retain all rights to these designs. Copyright ownership must be attributed to The Regents of the University of California as follows:

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j). In accordance with the Federal Trademark Dilution Act of the United States Patent and Trademarks Office, modifying or altering the University's trademarks is prohibited. The University's Marks should not be obscured or changed in such a way which would dilute the integrity of the design or its brand recognition.

h) All designs and modification of previously approved designs must be submitted to the Office of Marketing & Business Outreach for review and approval, before such designs are produced, reproduced or sold.

i) Pantone® Colors: UC Berkeley will consider a variety of tasteful color combinations which enhance and promote the reputation of the University. For a traditional look, you will want to use Pantone colors: Blue 282, 540 and Gold 123 coated or 116 uncoated. NOTE: Reds are not allowed on Cal merchandise

j) Code of Conduct and Fair Labor Association: Manufacturers of UC Berkeley/Cal-logoed merchandise must comply with the Code of Conduct for Trademark Licensees (Exhibit B-1) and become members of the Fair Labor Association (FLA) in order to assist the University in managing/monitoring fair and equitable labor practices in the production of our trademarked goods.