

# Promotional Product Guidelines for Student Clubs and Groups

[All student groups are required to read and familiarize themselves with the Trademark and Licensing Guidelines](#). Student group designs may not be in violation of these guidelines. For questions, please contact the office directly at [ColumbiaLicensing@columbia.edu](mailto:ColumbiaLicensing@columbia.edu).

## Quick Contact Guide

Type of Question	Available Resource
Financial process and using student portals to procure promotional items	Contact the Office of Student Affairs (MBA) or your program’s dedicated support staff (Executive MBA, MS, and PhD)
Recommendations on available products, and suggestions based on need	<p>Students may initiate collaboration with any of the <a href="#">approved university vendors</a> in advance of beginning the procurement process.</p> <p>If the students are interested in more casual advice based on past experiences, they can reach out to <a href="#">Marketing and Communications</a> (MarComm).</p>
Assistance understanding these guidelines	If you have questions, reach out to <a href="#">MarComm</a> and <a href="#">Keshia Mark</a> , Senior Associate Director.
Design support	<p><a href="#">Columbia Print</a> and <a href="#">Columbia Creative</a> can work with student groups for a fee.</p> <p>For students that wish to design their own work, <a href="#">Marketing and Communications</a> can recommend no- or low-cost software that can aid in the proper production of design work.</p>

### Policy on the University Crown and the Athletics Lion

Columbia University’s crown logo (in all its variations) and Columbia Athletic’s lion mascot, named Roar-ee, and Block C, cannot be used by any Business School entity in promotional items. These marks are controlled by their respective offices.

While the School appreciates the feelings of community pride, the University requests that students do not attempt to incorporate a lion (or other similar large cat) into their designs.

## Addendum for Columbia Business School's logos and marks

- **Concerning the Hermes icon:** Students have the option of including the Hermes icon but **cannot**:
  - Edit or modify the icon
  - Make patterns, illustrations, extensions, or motifs based off of it
  - Infringe upon the clear space required around the icon. [See visual reference.](#)
  - Students **are allowed**:
    - To recolor the Hermes icon
    - To place it within a shape, so long as the shape itself does not infringe upon the clear space around the icon (see above).
- **Club and group names:** student club and group names that do not immediately reveal that they are student-led entities may be subject to additional review. As an example: a student club dedicated to investing that is named "Columbia Finance" is not permissible, as that could denote a University office or a commercial entity. As a suggestion, the majority of cases can be remedied by adding the word "club" to your group's name upon incorporation, or onto promotional products.
- Student group designs are subject to evaluation based on their resemblance to the Columbia Business School logo and its secondary and affiliated logos, marks, and related brands.
- Designs cannot infringe upon known trademarks belonging to other entities.
- All designs should be in good taste.

### Record-Keeping

Approved student group logos will be kept on file. Student groups may only change or update their logo once during the academic year, defined as July 1–June 30.

### Student-Led Conferences and Events

#### Effectively Using Hierarchy

Student group designs that promote conferences or events cannot be ambiguous about the lead organizer. If a conference or event is primarily student led or funded, all associated designs must clearly communicate the club's leading role.

### Submission Process

All student merchandise produced under the auspices of a Columbia entity, whether using Columbia names, marks, or none of these, must be approved by the Business School **before** production. After a university-approved vendor has sent a mock-up or digital proof, please email Keshia Mark, [klm74@gsb.columbia.edu](mailto:klm74@gsb.columbia.edu), for initial approval.

Please note that the University's Trademark and Licensing office maintains ultimate authority on all merchandise.

### Important Reminder: the Approved Vendor List

Merchandise may only be ordered from a list of select vendors, who have been vetted to ensure they meet the University's Code of Conduct by the University's licensing agency Exemplar Associates. [Review the vendors on the list on their website.](#)