

Co-Branding Guidelines

In order to co-brand an event, you must receive approval from the Office of Student Life. Upon approval, please consult the following guidelines:

1. A logo of another organization should never exceed the height of a YU logo nor dominate a YU logo
2. The name of another organization should not dominate the advertisement of the program
3. Logos of another organization should be preceded by “With support by...” or “In conjunction with” or “Co-sponsored...”

Please see below for branding examples:

NOT ALLOWED:



Why? Because the OU Logo is bigger!

NOT ALLOWED:



Why? Because it doesn't say “With support by...” or “In conjunction with...” or “Co-sponsored by...”

NOT ALLOWED:

THE ORTHODOX UNION PRESENTS....

FLYER

Why? Because the name of an outside organization dominates the flyer.

Please see the following page for an example of a properly advertised co-branded event:

Example:

COME JOIN US

INCREDIBLE SHIUR!



“Torah U’Maddah, What It Really Means”

Rabbi Ploni Almoni

Date, Time, Location

Busses leave stern at 7 pm!



With support by



Yeshiva University
Office of Student Life