

Use of Yeshiva University Marks by Student Organizations and Clubs

Yeshiva University recognizes that student organizations and clubs enrich student life and provide many opportunities for learning and leadership development. Because they are valued components of our community, official student organizations and clubs in good standing and recognized by the University may use the University's YESHIVA UNIVERSITY and/or shield design marks (the "YU Marks") in order to proudly express their connection to the University:



This right to use the YU Marks may be terminated by the University in its sole discretion for any reason, at any time, and remains subject to the student organization or club remaining in good standing and recognized by the University.

Student organizations and clubs may also create their own logos as long as they do not incorporate any of the YU Marks, any elements of the YU Marks (for example, the shield design), or any terms or design elements that are confusingly similar to the YU Marks. Changing the color, size, orientation, design or other feature of a trademarked University logo to create a "new" design also is expressly forbidden. If a student organization or club chooses to create its own unique logo, the design must be completely distinct from all University logos and cannot be based on past or existing YU brand elements and trademarked designs. In addition, student organizations and clubs may not include any words, symbols, or images that might reflect poorly on the University, or our faculty, staff, administrators, student body or community.

Student organizations and clubs are also required to incorporate identifiers such as club, society, association or chapter in the name of the organization and the logo so that it is clearly identified as a student organization or club, and not a University department or other University unit. If the wording "Yeshiva" or "Yeshiva University" is used, it must be clear that the organization/club is a student organization/club.

These guidelines are intended to protect and control the use of the University's logos and marks. While the University is proud to identify its student organizations and clubs as valued members of our community, it must be clear to the University community and to the public at large what is part of the University, which goods/services originate from the University, and which do not.

If you have any questions, please contact the Office of the General Counsel at 646-592-4400.