

## **Baker University Policy Rights for Reproduction and Use of University Logos**

Limited Use Rights must be reapplied for annually and must be requested through the Baker University Marketing Office:

P.O. Box 65  
Baldwin City KS 66006  
785-594-6451 ext. 346  
785-594-4025 fax  
[marketing@bakeru.edu](mailto:marketing@bakeru.edu)

Requests must:

1. Be specific to the item being reproduced (i.e., t-shirts, coasters, etc...).
2. Include the name, address and phone number of the licensee.
3. Include art, renderings or photos of how the University logo will be represented.
4. State the means of distribution (i.e., Maple Leaf Festival, Quarterback Club, retail sale in Lawrence, etc.).
5. State which mark is being requested (i.e., Wildcat, University Shield, University Seal, or University word mark).

The granting of rights is the decision of the Baker University Marketing Office.

However, generally, rights will *not* be granted in the following instances:

1. If the University Bookstore normally carries the same or a similar item.
2. If the requested item is to be available for retail sale in Baldwin.
3. If the University logo would be altered.
4. If the logo is to be reproduced in colors other than those approved by the University
5. If the logo is to be reproduced in a manner that is not deemed to be of quality.
6. If the logo is to be reproduced on items or in ways that reflect negatively upon the University as deemed appropriate by the University Marketing Office.

Upon granting of rights, the logo can be provided in the following formats:

.eps, .tiff, .jpeg, .pdf