

# Villanova University Charles Widger School of Law

## Licensing Guidelines for Promotional Materials

The following guidelines outline a new review process for promotional materials that utilize either the Law School's name or its marks. Its goal is to strengthen the School's brand through consistency, while also providing a streamlined review process.

Examples of promotional materials include:

- **Apparel and accessories:** t-shirts, sweatshirts, hats, ties, pins, bags
- **Gifts/collectibles:** mugs, glasses, umbrellas, blankets, keychains, clocks, golf balls
- **Supplies:** Notebooks, presentation folders, desk accessories

All promotional materials—whether utilizing official marks or the School name—must be purchased from an **approved and licensed vendor**. Licensed vendors have undergone additional vetting to ensure that products sold are not created using sweatshop labor. A comprehensive list of internal campus suppliers can be found here [link to supplier list].

If questions or issues arise during the licensing review process, please contact Kate Johnston, Director of Communication at [kate.johnston@villanova.edu](mailto:kate.johnston@villanova.edu).

### Promotional Materials with designs utilizing School name ONLY

- Submit all designed materials utilizing the official school name, but no marks, to **Kate Johnston, Director of Communication**, via email ([kate.johnston@villanova.edu](mailto:kate.johnston@villanova.edu)) for approval. Please include quantity and planned usage (i.e. giveaway, fundraiser).
- Requests will be reviewed within **3 business days** of submission.
- Specific feedback/guidance will be provided for any designs that are not approved. Revised designs must be resubmitted and will be reviewed within **1 business day**.

### Official Naming Guidelines

#### Correct Usage:

- Villanova University Charles Widger School of Law
- Charles Widger School of Law
- Villanova Law

#### Incorrect Usage:

- Widger Law
- Villanova Law School
- Villanova School of Law
- Villanova University School of Law
- Any acronyms, such as VLS, VSL, VUSL, VUCWSL, WSL

### Promotional Materials with designs utilizing official School marks

**\*\*Please allow a minimum of 4 weeks prior to the desired deliver date for this entire process\*\***

#### Important Note:

Licensed promotional materials that are being created for sale purposes, including fundraising, will **incur a licensing fee**. To avoid such charges, you can make reference to the School in text only (i.e. no logos).

- All promotional materials with designs that utilize official School marks must ultimately be approved by CLC, the University's licensing agent.
- Prior to submitting a licensing request to CLC, submit the materials to **Kate Johnston, Director of Communication**, via email ([kate.johnston@villanova.edu](mailto:kate.johnston@villanova.edu)). Please include quantity and planned usage (i.e. giveaway, fundraiser).
- Requests will be reviewed within **3 business days** of submission.
- Specific feedback/guidance will be provided for any designs that are not approved. Revised designs must be resubmitted and will be reviewed within **1 business day**.
- Law School approval does not preclude additional edits/feedback during the licensing review process.

**Official School Marks**

Include, but are not limited to, the following:



**THE JEFFREY S. MOORAD**  
 CENTER FOR THE STUDY OF SPORTS LAW  
 VILLANOVA UNIVERSITY SCHOOL OF LAW



VILLANOVA UNIVERSITY  
 CHARLES WIDGER SCHOOL OF LAW  
**The David F. and Constance B.  
 Girard-diCarlo**  
 CENTER FOR ETHICS,  
 INTEGRITY AND COMPLIANCE



VILLANOVA UNIVERSITY  
 CHARLES WIDGER SCHOOL OF LAW  
**The John F. Scarpa**  
 CENTER FOR LAW  
 AND ENTREPRENEURSHIP



VILLANOVA UNIVERSITY  
 CHARLES WIDGER SCHOOL OF LAW  
 THE INSTITUTE TO ADDRESS  
 COMMERCIAL SEXUAL EXPLOITATION