

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 Julie Toth, Director of Communication at julie.toth@villanova.edu.

Promotional Materials with designs utilizing School name ONLY

- Submit all designed materials utilizing the official school name, but no marks, to **Julie Toth, Director of Communication**, via email (julie.toth@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 |
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| <p>Correct Usage:</p> <ul style="list-style-type: none"> • Villanova University Charles Widger School of Law • Charles Widger School of Law • Villanova Law |
| <p>Incorrect Usage:</p> <ul style="list-style-type: none"> • 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 **Julie Toth, Director of Communication**, via email julie.toth@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**