Princeton University Guidelines for Reunions Themes and Logos

Issues

- Alcohol or excessive consumption/being tipsy or drunk
- Ethnic references (costumes, holidays, expressions, etc.)
- Sexism or excessive references to sexual themes
- Drugs
- Racism or racial stereotypes
- Guns
- Cigarettes
- Gambling
- Stereotypes in general
- Use of what could be viewed as offensive symbols (swastika, confederate flag, Pepe the Frog, etc.)

Helping people have fun and enjoy clever graphics is worth balancing with copyright law as well as memes.

Trademark Licensing Excluded Items

The following items are excluded from Princeton’s Trademark Licensing Program and may not be used with any of Princeton University’s trademarks or logos:

1. Items for official Princeton business purposes and official Princeton ceremonies, including, but are not limited to, stationery, business cards, directories and official reports
2. Items such as personal bank checks and address labels
3. Princeton Letter Sweater
4. Alcoholic beverages
5. Tobacco and smoking products
6. Food products
7. Sexually oriented goods
8. Healthcare products and toiletries
9. Goods related to gambling, lotteries, sweepstakes
10. Religious or burial goods
11. Products of a political nature
12. Education-related products
13. Goods including names or pictures of current students (i.e., athletes, movie stars, etc.)
14. Services of any kind (i.e. moving companies, area entertainment programs or tour services)
15. Advertising or promotional literature of any kind
16. Goods making unfavorable references to race, religion, sex, national origins or handicaps
17. Firearms and weapons
18. Products in "poor taste", including bathroom products