Princeton University Reunions Logos

Reunions Logos Review

When creating logos for Reunions (and when creating logos in general), it’s best to use generic, accessible themes and original artwork. Doing so enables you to publish promotional material far and wide, without infringing anyone’s copyright or putting the University in a position of liability. By creating an original logo and class theme, you will be able to use all communications vehicles, platforms and opportunities to reach and include as many people as possible.

In addition to being reviewed by members of the Office of Alumni Affairs, Reunions logos are reviewed by a committee of representatives from the Office of Trademark Licensing, the Office of General Counsel, and the Office of Communications. Issues that any logo presents are forwarded to the Office of Alumni Affairs for resolution.

Some things to avoid when designing Reunions logos:
- 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 and weapons
- Cigarettes and tobacco products
- Gambling
- Stereotypes in general
- Use of what could be viewed as offensive symbols (swastika, confederate flag, Pepe the Frog, etc.)

Creating clever graphics for your reunion is worth balancing with copyright law and sensitivity to diverse viewpoints. While movies, songs, and shows can provide springboards for themes, it’s important to generate original graphics and logos. What some people may consider tributes, others may consider infringement.

Original Artwork

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Trademark Licensing Excluded Items

The following items may not be used with any of Princeton University’s trademarks or logos:
- Items for official Princeton business purposes and official Princeton ceremonies, including, but are not limited to, stationery, business cards, directories and official reports
- Items such as personal bank checks and address labels
- Princeton letter sweaters
- Alcoholic beverages
- Tobacco and smoking products
- Food products
- Sexually oriented goods
- Healthcare products and toiletries
- Goods related to gambling, lotteries, sweepstakes
- Religious or burial goods
- Products of a political nature
- Education-related products
- Goods including names or pictures of current students (for example, athletes, movie stars, etc.)
- Services of any kind (for example, moving companies, area entertainment programs or tour services)
- Advertising or promotional literature of any kind
- Goods making unfavorable references to race, religion, sex, national origins or handicaps
- Firearms and weapons
- Products in “poor taste,” including bathroom products