

CORTACA®

LICENSING REQUIREMENTS AT A GLANCE

If the merchandise includes the word **Cortaca** printed or embroidered on it in any way, then:



The use of the "®" symbol is required.
Cortaca® is a registered trademark of Ithaca College® and SUNY Cortland.



The merchandise must also meet the requirements in these three categories:

COLOR

ARTWORK

FONTS

SOLID COLORS ONLY
SEVEN OPTIONS AVAILABLE:



No prints, patterns, tie-dye, or gradient fills are allowed.

BLOCK LETTERING IS PREFERRED

SAMPLE
SAMPLE

SCRIPT MUST HAVE A TAIL

Sample

Will an **Ithaca College** logo be used?

Will a **SUNY Cortland** logo be used?

The only Ithaca College logos allowed are the athletics Emblem logo and athletics Monogram logo.*



ATHLETICS EMBLEM



ATHLETICS MONOGRAM

You are not required to use any of the official logos.

A graphic art sheet outlining the official logo variations can be viewed at ithaca.edu/licensing/protected.

*These logos both require the TM symbol and are available to official licensees through Learfield's TradeMarx online portal.

THE INSTITUTIONAL LOGO MAY NOT BE USED.

The only SUNY Cortland logo allowed is the athletics Red Dragon logo.



RED DRAGON LOGO

You are not required to use the official logo.

This logo is available to official licensees through SMA's Logos on Demand portal.

THE INSTITUTIONAL LOGO MAY NOT BE USED.

STILL UNSURE?

Go to ithaca.edu/licensing/cortaca to get more information (including a list of approved vendors/licensees) or e-mail cortaca@ithaca.edu.