

IDENTITY:

# MERCHANDISE



Every year the NYU logo and New York University name are placed on a wide variety of merchandise—apparel, gift items, and sporting goods—found around the world. Their adherence to the University’s identity program is extremely important to the NYU brand.

NYU requires that businesses producing its merchandise be licensed. The licensing process (administered by the Collegiate Licensing Company in Atlanta, Georgia) ensures that the New York University name and logo are used appropriately and that merchandise is manufactured under a code of conduct designed to reinforce fair-labor practices and prohibit sweatshop conditions.

## PREMIUMS AND MERCHANDISE EXAMPLES



## GUIDELINES

The NYU Bookstore should be the first place you reach out to. They have a large selection of branded merchandise. If they do not have what you are looking for, or can not meet your quantity needs, your next step would be to explore vendors available in the i-Buy Marketplace and other licensed vendors.

### **NYU Bookstore**

Hugo Lamprea  
212-995-3957

### **Vendors Available Through the Promotional Channel on the i-Buy Marketplace**

Inkwell Global Marketing  
Jack Nadel International

### **Licensed Vendor Available Online:**

*4imprint.com*

### **Licensed Vendor Master List:**

*nyu.edu/content/dam/nyu/advertisePublications/documents/NYU-Licensees-2.pdf*



For more information, please email [urpa.styleguide@nyu.edu](mailto:urpa.styleguide@nyu.edu).

