FACULTY AND STAFF GUIDE TO BRANDING AND BUYING MERCHANDISE AND APPAREL

Need a giveaway for your program or event? Not sure how or where to buy? Or how to identify your area? Follow the steps in this guide to obtain items that:

- are in compliance with university branding standards
- meet trademark and licensing requirements
- are available at contracted prices through university purchasing agreements

Following these guidelines can avoid costly mistakes or delays in obtaining your products.
Whether you are promoting your college or program, recognizing faculty and staff accomplishments, or building connections with students and alumni, Ohio State products are popular, and often prized items.

This guide outlines steps to help you navigate the process of obtaining Ohio State branded items. In addition to the steps outlined here, your college or department may have additional requirements. Contact your area's communications office or purchasing officer pro-actively for their area-specific requirements to ensure a smooth process.

WORKING WITH UNIVERSITY CONTRACTED VENDORS

The university has negotiated contract agreements with select companies to provide promotional items and apparel. These contracted vendors either have, or in the process of establishing, product websites in eStores and are payable through the eRequest system.

The university’s contracted vendors offer a wide range of items that may be identified with university trademarks. You can view the vendors’ information through the contract book or eStores’ website. From the website, select an item and work with your vendor to produce an electronic proof showing the color, placement and scale of artwork on the product. Submit this proof, along with the Department Request for Use Form to both Trademark and Licensing Services (derlinger.5@osu.edu) and Brand and Marketing (identity@osu.edu). While most submissions are reviewed within 24-48 hours, please allow three to five business days.

Your college or department may also have a contact who needs to review proofs; check with your communications office or purchasing officer.

After you have approval from all reviewers, your vendor can upload a quote to eStores. Complete an e-Request using the quote provided by the vendor and attach the artwork proof to the e-Request.

If your project involves a unique design or item, we recommend an outline of the concept be submitted to Trademark and Licensing Services and Brand and Marketing prior to developing layouts. This may be done using the Department Request for Use Form. We can advise if there are any concerns with the concept that should be addressed prior to moving into the design stage.

PLAN AHEAD!
Allow 4-6 weeks from planning and ordering to delivery for promotional items.

The Ohio State University

DEPARTMENT REQUEST FOR LOGO USE:

PLEASE COMPLETE THE FOLLOWING FORM AND RETURN IT ALONG WITH THE PROPOSED ARTWORK

Karen Derlinger, Assistant Director Trademark & Licensing Services
Office Phone: (614) 292-1562

OHIO STATE DEPARTMENT CONTACT INFORMATION

Department Name: _____________________________ Contact Name: _____________________________
Contact Email: _____________________________ Phone Number: _____________________________
Fax Number: _____________________________

How are the requested items going to be used:
☐ Given to Faculty/Staff  ☐ Giveaway at Off-Campus Department sponsored event
☐ General Internal Office Use  ☐ Giveaway at On-Campus Department sponsored event
☐ Sold to Faculty/Staff/Students

EVENT DESCRIPTION: _____________________________ EVENT DATE: _____________________________

EVENT LOCATION: _____________________________

PRODUCT REQUEST INFORMATION

Type of Product: _____________________________ Quantity Requested: _____________________________
Color of product: _____________________________ Color of Imprint: _____________________________

COMPANY REQUESTED TO COMPLETE ORDER:

☐ APPROVED  ☐ DENIED  ☐ RESUBMIT WITH CHANGES [SEE COMMENTS]  ☐ Royalty Exempt
☐ Royalty Required [COMMENTS: _____________________________]

Department Signature: _____________________________ Date: _____________________________

Karen Derlinger, Assistant Director Trademark & Licensing Services

FOR TRADEMARK & LICENSING SERVICES ONLY
Determine if an existing commercially-produced licensed product will meet your needs. If the answer is “no” proceed to step 1.

1. Contact your area’s communications office or one of the contracted vendors to discuss products and design options. The contracted vendor list is available on the Purchasing department website under Contracts and Sourcing. Many of the contracted vendors have order sites in eStores; access via eRequest.

2. After selecting a product, work with your vendor to create a brand-compliant layout. Your vendor will produce a digital proof of the product indicating size, placement and color of art.

3. Complete the Department Request for Use Form located on the Trademark and Licensing Services website. Both the digital proof and completed request form should be sent to Trademark and Licensing and Brand and Marketing for approval. If your area has an internal reviewer, submit to them as well. These may be submitted by you or your vendor, however you choose to coordinate.

4. After artwork is approved by all areas, your vendor should upload your official quote to e-Stores.

5. Complete an e-Request using the quote provided by your vendor.

6. If this is a first-time order, you may wish to request a pre-production sample to review prior to completion of the full order. For embroidery items, you may request a “sew-out” sample of the stitching to ensure it meets university standards.
GUIDELINES FOR DESIGNING AND BRANDING MERCHANDISE

When designing identification elements for merchandise, keep it simple. Don’t expect the verbiage on a small product to carry your entire message and compel your audience into action. Instead, it should be a part of the whole Ohio State experience you provide.

Consider leveraging the power of a university logo and be creative with the name of your program—like using your URL, Twitter handle or hash tag rather than the full name.

REQUIREMENTS FOR MERCHANDISE AND APPAREL

The following rules apply to merchandise and apparel:

- If applying a logo to merchandise or apparel, a registered ® version must be used.
- If including our name—THE OHIO STATE UNIVERSITY® or OHIO STATE®—follow it with a register mark.
- Allow the required clear space of one block O width around the logo.
- Items should be in university colors.

EXCEPTIONS TO GUIDELINES FOR MERCHANDISE ONLY

The following exceptions are permissible on merchandise:

- The logo can be made smaller than minimum size when necessary due to size limitations, but work with your vendor to estimate readability.
- The merchandise exception logo may be used for merchandise and is preferred for apparel.
- Consider using approved secondary art as brand-appropriate decorative elements.
- Consider representing your name with text using Proxima Nova, Capita, etc.:
  - The Ohio State® College of Medicine
  - Ohio State® College of Medicine
**COMBINING UNIT OR PROGRAM IDENTIFICATION ON MERCHANDISE**

- When using the primary university logo on products, a secondary identifier, such as a campaign, event, or program name, is usually required.
- If more than one college or unit is represented on an item, they should be identified in text only or in conjunction with the primary university logo. Do not use multiple logos.
- When identification must be used on a non-school color, text only is preferred.
APPROVED COLOR OPTIONS

ON A WHITE PRODUCT

ON A GRAY PRODUCT

(MATCH PRODUCT TO PMS 424 OR TINTS)

SELECT PRODUCTS IN A SHADE OF GRAY THAT ALLOWS ADEQUATE CONTRAST TO THE LOGO OR ART
APPROVED COLOR OPTIONS

ON A BLACK PRODUCT

ON A SCARLET PRODUCT (MATCH TO PMS 200)

For any scenarios not addressed in this guide, please contact Brand and Marketing or Trademark and Licensing for assistance.