



Appendix C: Promotional Items

Promotional items and other merchandise that carry the University's name, logo and/or identifiers reflect the University's character and brand. Accordingly, the University has established licensing and trademarking guidelines to 1) protect the name and visual identifiers of the institution; 2) prohibit unauthorized use; and 3) preserve the reputation and good name of the institution. All representations and uses of the University name, logos and identifiers, whether for sale or internal use, fall under the umbrella of licensing.

In general, the same usage guidelines outlined earlier in these brand guidelines must be applied to promotional items. However, items such as clothing, pens, hats, key rings, flash drives, etc., often have certain production limitations that include size, materials and color. These limitations may require a degree of flexibility with regard to guidelines. Exceptions to brand guidelines for these purposes will be considered on a case-by-case basis.

All promotional items must be approved by Integrated Marketing & Communications **prior** to ordering.