

Branded Swag and Apparel

GUIDE FOR OHIO STATE FACULTY AND STAFF

Branded swag and apparel are items that use the university or unit logo, trademarked Brand Art; or use of THE OHIO STATE UNIVERSITY or OHIO STATE as text.

- All branded swag and apparel products are required to be sourced from an officially licensed company in the university's licensing program or from a university-contracted supplier.
- Designs created by, and produced for, university units require review and approval by the Brand Stewardship Team and the Office of Trademark and Licensing.

To assist you with a more efficient process, this guide provides additional details and considerations when choosing your item and applying the university's brand guidelines.

This guide includes the following information:

1: Definitions

2: Finding a university-contracted supplier and selecting product

3: Applying university brand guidelines

4: Review and approval process

1: Definitions

Swag: Any promotional products or apparel.

University logo: The master university logo comprised of the Block O, formal university name and rule at the bottom.

Unit logo: A version of the university logo with a unit's name spelled out in all capital letters under the rule. See brand.osu.edu for more about unit logos.

Merchandise-only logo:

The artwork for a university or unit logo to be used only on swag and apparel. The merchandise-only logo (previously known as “embroidery logo”) has been adjusted to work across products and production methods.

Contracted supplier:

A supplier who has a standing contract with the university to provide goods or services in a specified category.

Officially-licensed suppliers:

Retail suppliers with a current licensing agreement through the Office of Trademark and Licensing.

Give away: Any non-cash item that will be given to faculty, staff, students or volunteers at no cost; or items that will be given away as part of a registration fee; or items purchased to support a unit-sponsored student program.

If you are utilizing unit funds to provide non-cash items for employees or student employees such as clothing, mugs, padfolios, umbrellas etc., please review Business and Finance's [frequently asked questions page](#), and the university's [Expenditure](#) and [Reward and Recognition](#) policies, for additional information.

For sale: Any Ohio State-branded item that will be sold directly to generate fundraising dollars. For sale, also applies to any item that a recipient will be paying for (or is required to pay for) such as staff uniforms.

Reminder: All units are required to follow applicable Internal Revenue Service (IRS) rules that apply to the tax treatment of employer-provided clothing and uniforms. For more information, visit the [University-provided Clothing and Uniform policy](https://busfin.osu.edu/sites/default/files/universityprovidedclothing.pdf) (<https://busfin.osu.edu/sites/default/files/universityprovidedclothing.pdf>).

For re-sale: Any Ohio State-branded product that is purchased for re-sale in a university-operated retail store such as Ohio State Airport Gift Shop or Ohio State Golf Pro Shop. These products require review and approval by the Office of Trademark and Licensing and your finance liaison to ensure revenue generation is reported in compliance with university policies and processes.

2: Finding a university-contracted supplier and selecting product

All Ohio State branded swag and apparel are required to be purchased with university funds and through a university-contracted supplier. Items may be used for give aways or fundraising.

Finding a university-contracted supplier:

- Visit the Business and Finance website at busfin.osu.edu.
Log in with your university name.# and password credentials.
- Select “Find a Supplier.”
- Select “Promotional Products and Apparel” in the category search drop down menu.
- Click on the supplier links to review supplier details.
- Connect to the supplier’s catalogs through Buckeye Buy in Workday.

REMINDERS:

When selecting your item, please make sure that it does not have a visible manufacturer’s brand. If you are unsure if an item has a manufacturer’s logo visible, please confirm with the supplier in advance.

The only current licensed manufacturer brands are Nike® apparel and Yeti® products. Nike-branded apparel is available through **BSN Sports (Lucas Eick, leick@bsnsports.com)**. If you have a specialty apparel item such as outdoor wear that you may be looking for, BSN Sports is also able to assist with sourcing non-branded items. Approved Yeti products are available through other supplier catalogs as represented.

The university’s General Warehouse stocks a limited range of university-branded items through OSU Stores. See if there is a product that fits your needs: **OSU Stores University-branded Products (https://busfin.osu.edu/sites/default/files/osu_logo_products.pdf)**.

If you are tight on timeline and only need a few items, consider purchasing existing licensed products from:

Official university retailers:

- Barnes & Noble | The Ohio State University Bookstore
- Scarlet Ribbon Shop at the Wexner Medical Center
- Ohio State Golf Course Pro Shop

Affiliated local retailers:

- Buckeye Corner
- Conrad’s
- College Traditions
- THE Ohio State Team Shop

3: Applying university brand guidelines

THE BASICS. There are a few basics for applying the university’s brand guidelines to promotional product and apparel when creating a mock-up of your proposed design. If you do not have the tools or resources to create a mock-up on your own, you can work with an approved supplier to have a mock-up created.

REMINDER: Your unit may have specific guidelines on top of the university basics. Please check with your unit’s marketing team before getting started. If your unit does not have a marketing team, use these basics for creating your design.

Merchandise-only Logo®

Promotional product and apparel have numerous methods of production — printing, embossing, embroidery, etc. The merchandise-only logo has been adjusted to work well across products and production methods. For all product, except those with small spaces, use the merchandise-only logo (previously known as the “embroidery logo”).

STACKED - PREFERRED

HORIZONTAL - SMALL SPACE

UNIVERSITY
LOGO



THE OHIO STATE UNIVERSITY

UNIT
LOGO



THE OHIO STATE UNIVERSITY

UNIT NAME

- The merchandise-only logo requires a registration symbol ® to appear on the Block O.
- Do not modify or adjust the artwork in any way.
 - Contracted suppliers should have unit logo. However, if they do not, please request the files to be provided via brandcenter@osu.edu.
- Unsure if your unit has a unit logo? Refer to **Logos and Name** on brand.osu.edu or email brandcenter@osu.edu.

3: Applying university brand guidelines to your item

Color

All use of university and unit logos must adhere to brand guidelines logo and color standards.



NOTE: In logo artwork, PMS 424 gray is the solid Pantone equivalent to 40% darker PMS 429.

Use of 2-color stacked logo is **PREFERRED**:



On white background



On gray background



On black background

NOTE:

The black-text version has been retired. Use 2-color scarlet and gray version of logo.

Alternate color use for 1-color or tone-on-tone production:

1-color Scarlet



1-color White



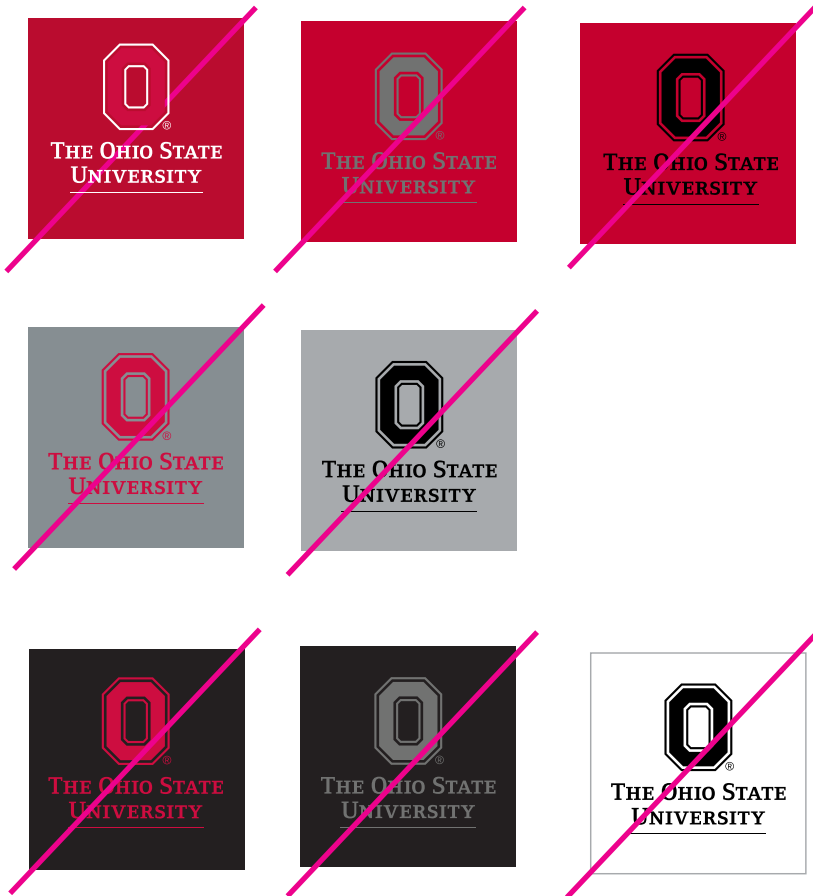
For etching or printing on transparent items

1-color Gray



3: Applying university brand guidelines to your item

Color combinations that are not approved:



Any background color that is not Scarlet (red), Gray or Black:



3: Applying university brand guidelines to your item

Unit identification

Ohio State has many colleges, offices, departments, and programs. Products and apparel items are just as varied — some larger, some small, some embroidered and others printed using one or multiple colors.

The following provides a flexible system for identifying your unit on items:

- Select one element from Column 1 to identify the university.
- If applicable, select at least one element for Column 2 to identify your unit, program or event.
Identification should be **spelled out in initial capital lettering using Buckeye Sans 2 (regular)**.

COLUMN 1: UNIVERSITY IDENTIFICATION

CHOOSE ONE


THE OHIO STATE
UNIVERSITY


THE OHIO STATE
UNIVERSITY
UNIT NAME

THE OHIO STATE UNIVERSITY®

COLUMN 2: UNIT IDENTIFICATION

AS APPLICABLE

College/Office/Center/
Department or Program Name

Event name with year

website.osu.edu

BUSINESS CASUAL WEAR and UNIFORMS

Polos, quarter-zip, buttoned shirts and vests are frequently purchased items for team-building, and identifying faculty and staff when they are interacting with our audiences. T-shirts are more often purchased for events and fundraising activities.

On the garment as it is worn:

University or unit logo on the front of business casual wear and uniform apparel should consistently appear on the LEFT chest position.



University logo (LEFT as worn)



Unit logo (LEFT as worn)

Unit identification in text, such as department, program or event name, should appear on the RIGHT chest or alternatively on the LEFT sleeve.

- Spell out with initial capital lettering using Buckeye Sans 2 (regular).
Fonts are available for download on Brand Center.
- Use same text color that is used in university or unit logo.



Preferred placement on RIGHT chest

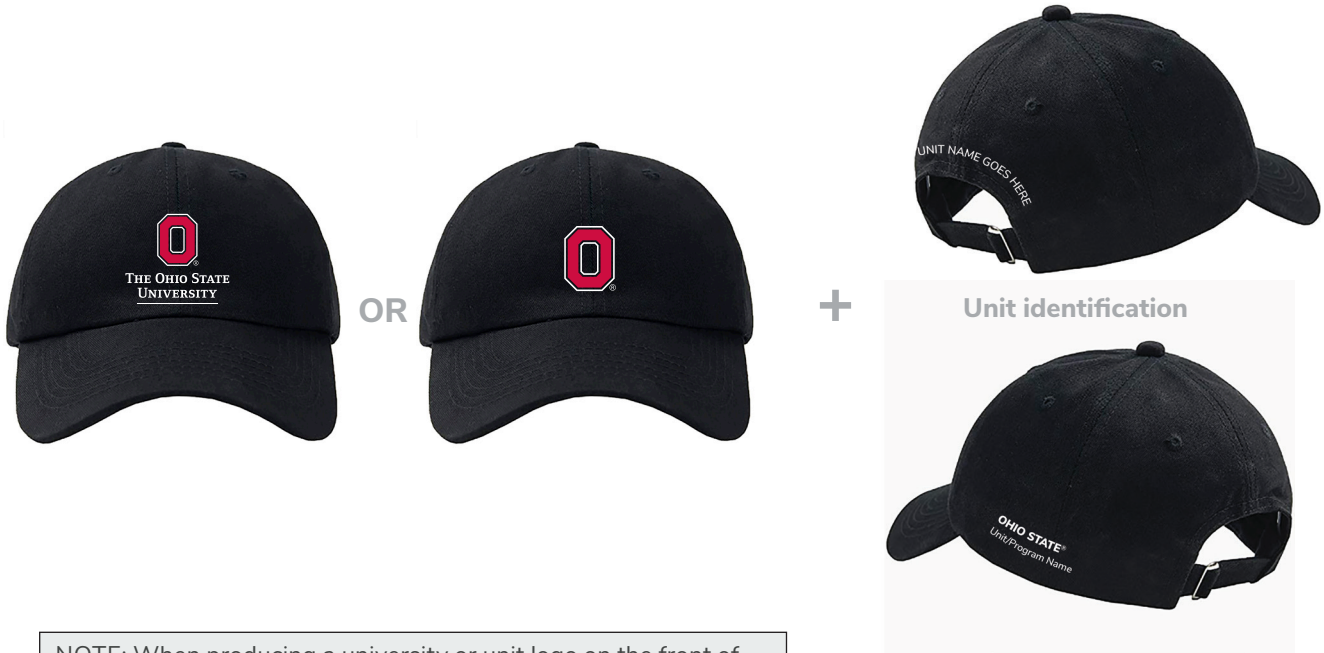


Alternate placement on LEFT sleeve

REMINDER: For medical center, cancer program and College of Medicine uniform guidelines, please refer to: <https://wexnermedical.osu.edu/brand/osuwmc/print/uniforms-and-apparel>.

APPAREL: HATS

Due to production limitations on different types of hats, it is often difficult to embroider the university or unit logo. In these instances, the Block O with registration® AND your unit/program/event name spelled out on the back or side of hat is permitted.



NOTE: When producing a university or unit logo on the front of a hat is not feasible, the Block O may be used with one of the unit identification options. Hats with only a Block O on the front and no unit identification will not be approved.

T-SHIRTS

Not sure where to place a university or unit logo, or unit identification, in relationship to your t-shirt design? Here are some simple ways to consider:

Placement for logos

Shown with university logo.
Replace with unit logo, if using.



Placement for text-only unit identification



LAB COATS

Lab coats identify the person wearing as an official university employee. Lab coats have specific guidelines for place of logo and size of embroidered name/title for production quality.

There are specific contracted suppliers for lab coats: Cintas and City Apparel.

If you or your team have already purchased a lab coat and wish to have it personalized, OSU Stores and Embroidery Design Group offer embroidery services.



Medical center, cancer program and College of Medicine staff and faculty, please refer to uniform guidelines: <https://wexnermedical.osu.edu/brand/osuwmc/print/uniforms-and-apparel>

Personalized embroidery

- Lines of text must not exceed 20 characters
- Department name should not exceed three lines

Name only, optional middle initial:

Robert Smith
Robert M. Smith

Name with title and credentials:

Dr. Robert Smith, PhD
Plant Pathology

With department name:

Robert Smith
Food, Agriculture
and Biological
Engineering

OHIO STATE BRANDED SWAG ITEMS

These are examples of some of the most commonly purchased swag items:

Position unit name with a minimum clear space of the **width** of one Block O.



Printing on one side



Printing two sides



Printing one color

OHIO STATE BRANDED SWAG ITEMS | Smaller print areas

Items such as pens, pencils, lip balm, etc. have small printable areas. For these instances, use one the following options depending upon the shape of imprint area, length of unit name and information:



With a horizontal secondary signature ®



Text only for longer names or one-color printing



Text only when including additional information
such as phone or website URL

OHIO STATE BRANDED SWAG ITEMS | Small space exception items

For items with extremely limited print areas such as flash drives, stress balls, etc., a small space exception may be used. The small space exception allows for use of Block O with an osu.edu URL. Small space exceptions are just that – exceptions. This design approach will not be approved for larger products.



Small space exception with Block O® and website URL

4: Review and approval process

1. Download the “Request for Trademark Use: University Departments” form on brand.osu.edu.
2. Email the completed form and your design to brandcenter@osu.edu. This email will automatically send to both the university’s Brand Stewardship Team and the Office of Trademark and Licensing. While most designs are approved, there may be some instances where adjustments are needed. Please plan for at least two weeks for review and approvals.

You will need an approval through brandcenter@osu.edu.

3. Attach approvals to your Workday Requisition. Specific ordering instructions for contracted suppliers can be found in their supplier profile in the contract book.