

BEST PRACTICES FOR ORDERING BRANDED MERCHANDISE

Business Days

October 24, 2024



Overview

- Products & Vendors
- Vendor Search Demo
- Marks & Logos
- Additional Do's and Don'ts
- Examples



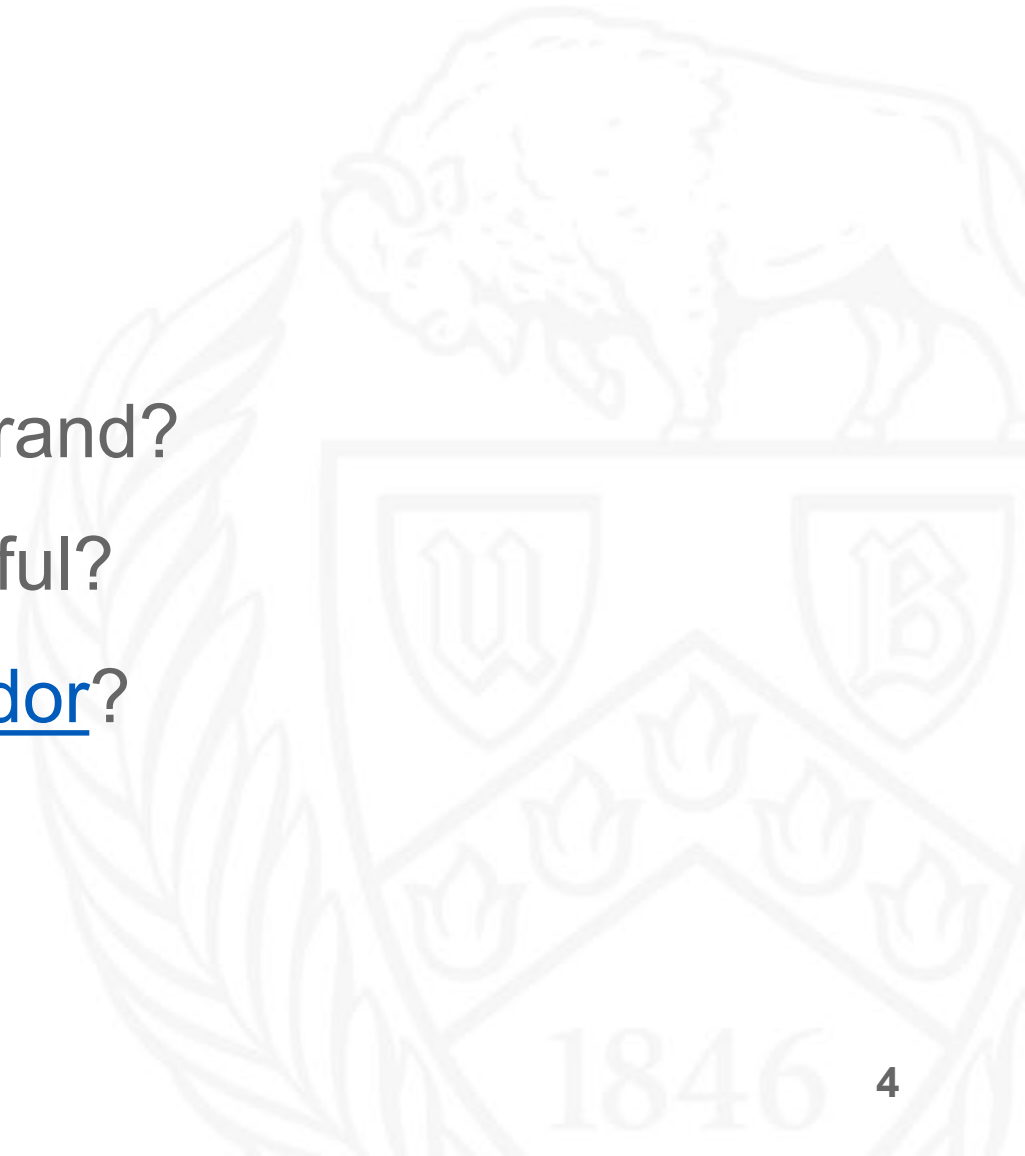
Why is branded merchandise important?

- **Plays a significant role in a university's reputation**
 - Enhances brand recognition
 - Builds school spirit
 - Creates a cohesive identity among the university community



Products and Vendors

- Who is the target audience?
- What does this product say about our brand?
- Is this product both meaningful and useful?
- Are you using a [university licensed vendor](#)?
- Research and compare



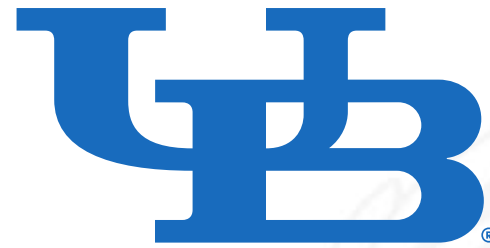
Vendor Search Demo

- [Vendor's List](#)
- [Vendor Search](#)



Using Marks and Logos

- Clear space guidelines
- Secondary References
- Alterations to logos/marks



★ Meetings available to assist the designing/ordering process! ₆

Additional Do's and Don'ts

DO

- ✓ Use a brand extension if you have one
- ✓ Use our primary or secondary color pallet
- ✓ Use extended clear space with taglines
- ✓ Make affiliation with sponsors clear

DON'T

- ✗ DON'T combine UB with other words
- ✗ DON'T use reserved athletic marks
- ✗ DON'T adjust a mark to fit in a small space
- ✗ DON'T request an item from our [prohibited item list](#)

EXAMPLES



Alteration to Mark:
TM is in incorrect location

DISAPPROVED

EXAMPLES

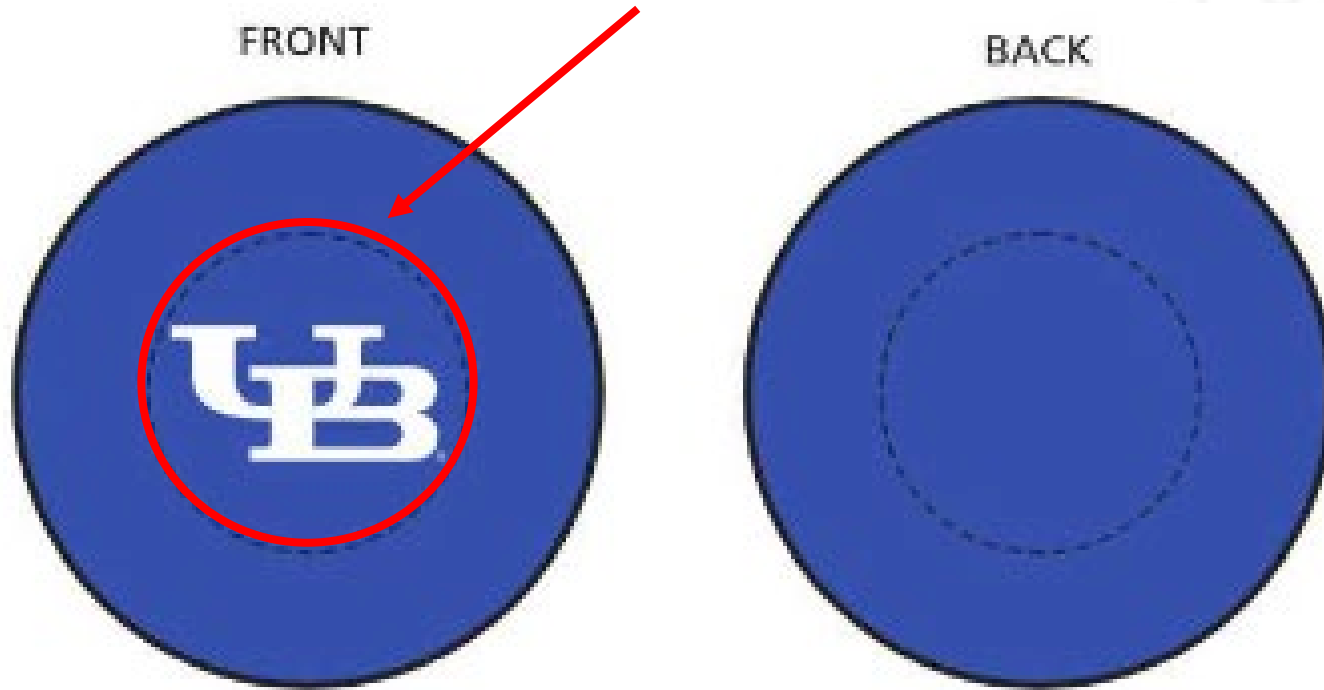


TM was corrected

APPROVED

EXAMPLES

Secondary Reference:
Interlocking UB requires secondary reference



DISAPPROVED

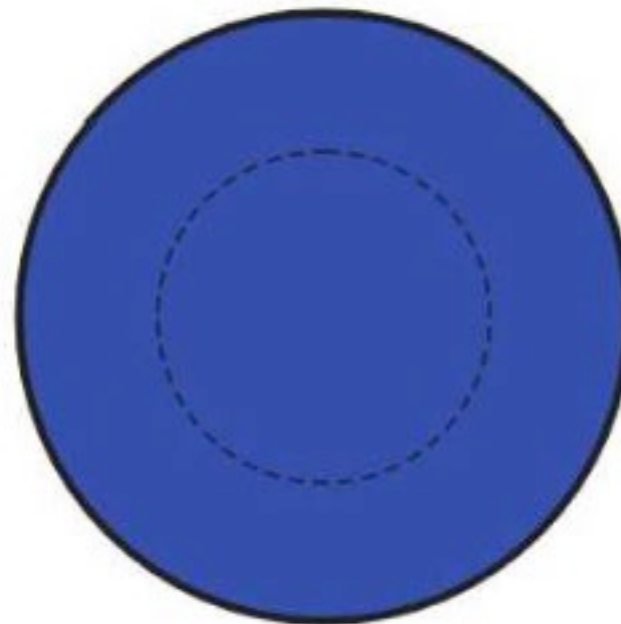
EXAMPLES

Replaced interlocking UB
with a master brand lockup

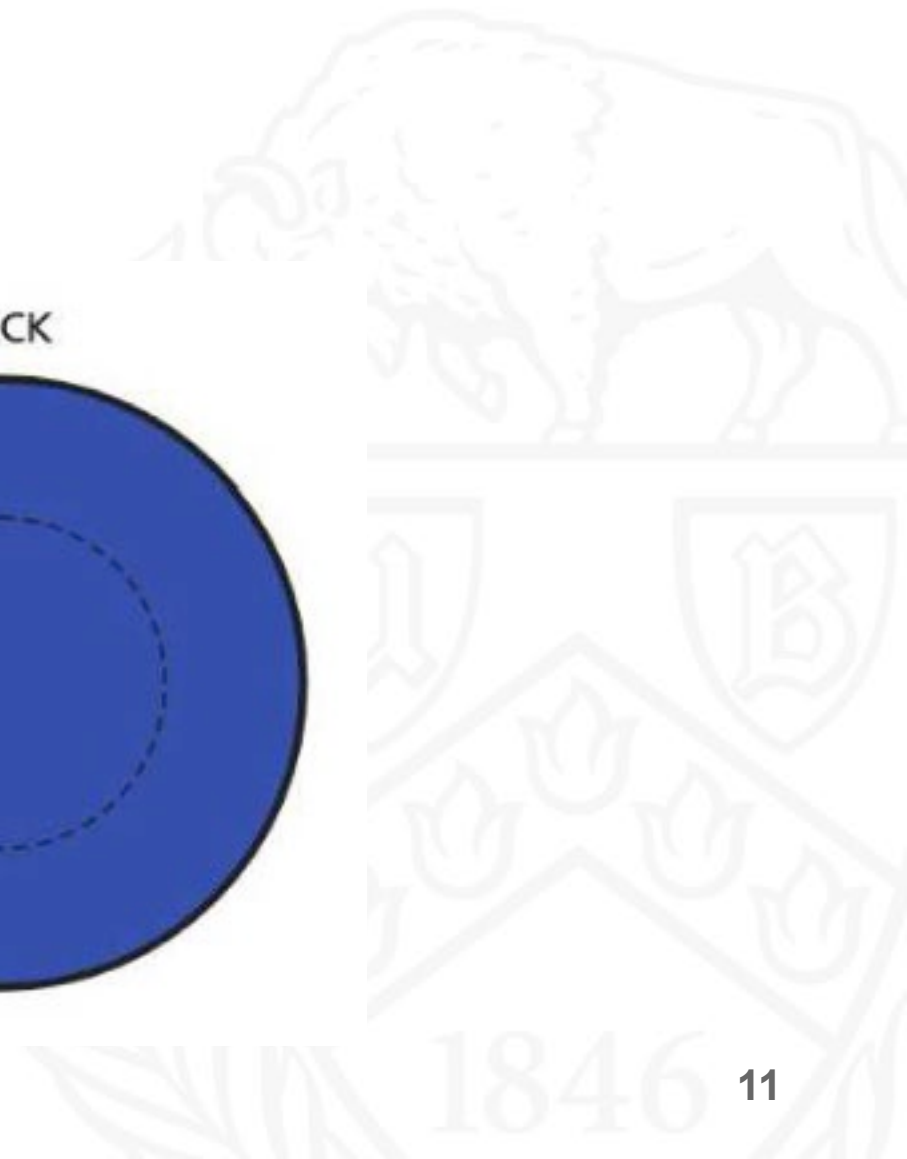
FRONT



BACK



APPROVED



EXAMPLES



Clear Space Violation

Unclear how these UB programs are affiliated with other entities

DISAPPROVED

EXAMPLES



APPROVED



Removed interlocking UB



Included verbiage to separate UB programs from other entities

EXAMPLES

ACTUAL SIZE



Clear space violation

DISAPPROVED

EXAMPLES

ACTUAL SIZE



Size adjusted to
adhere to clear
space rules

APPROVED

YOUR TURN!

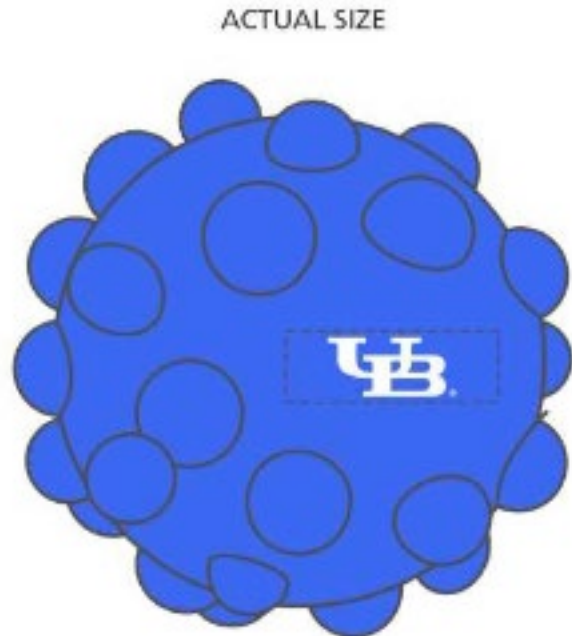


What is the infringement?

ACTUAL SIZE



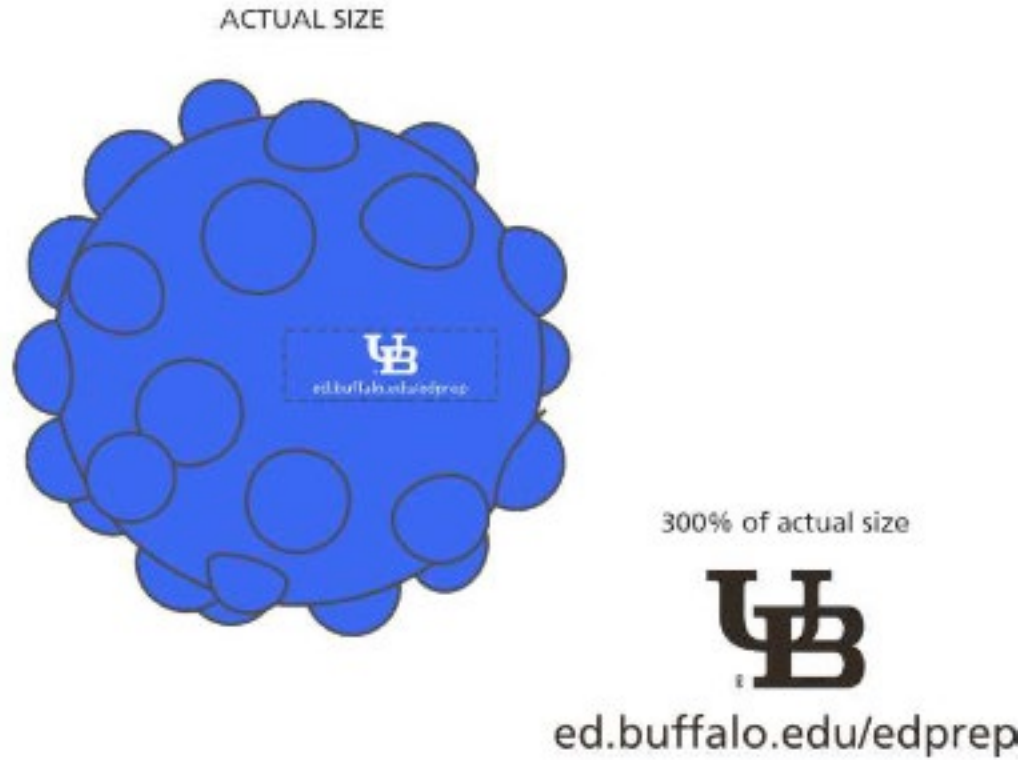
What is the infringement?



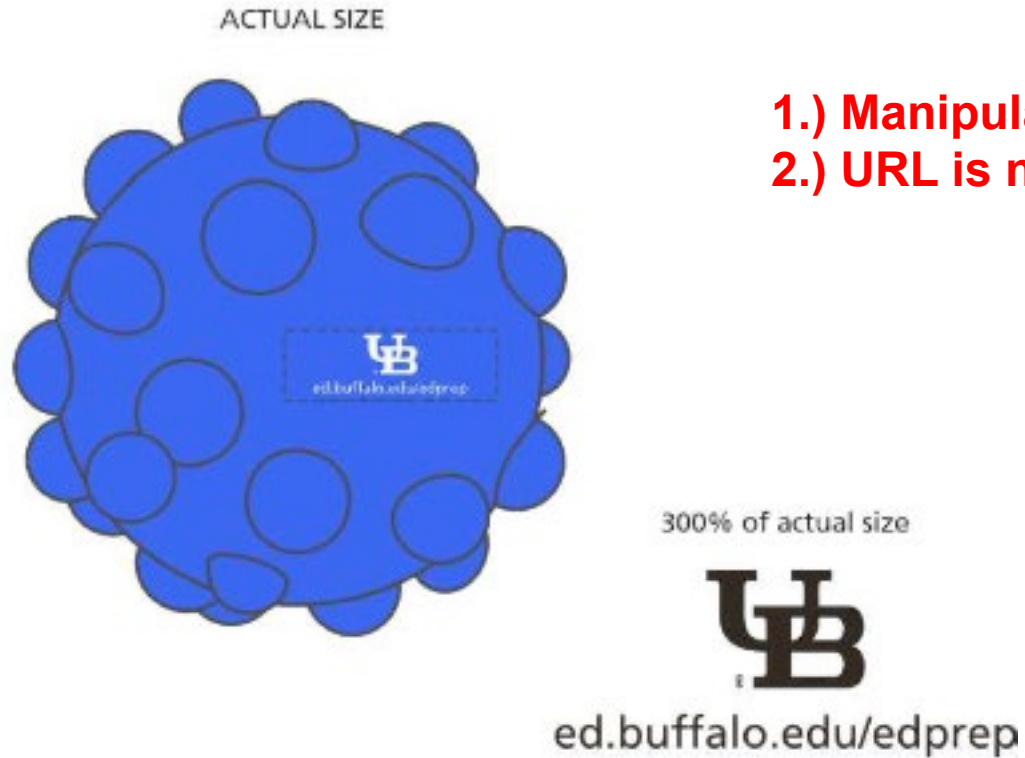
Secondary reference needed!



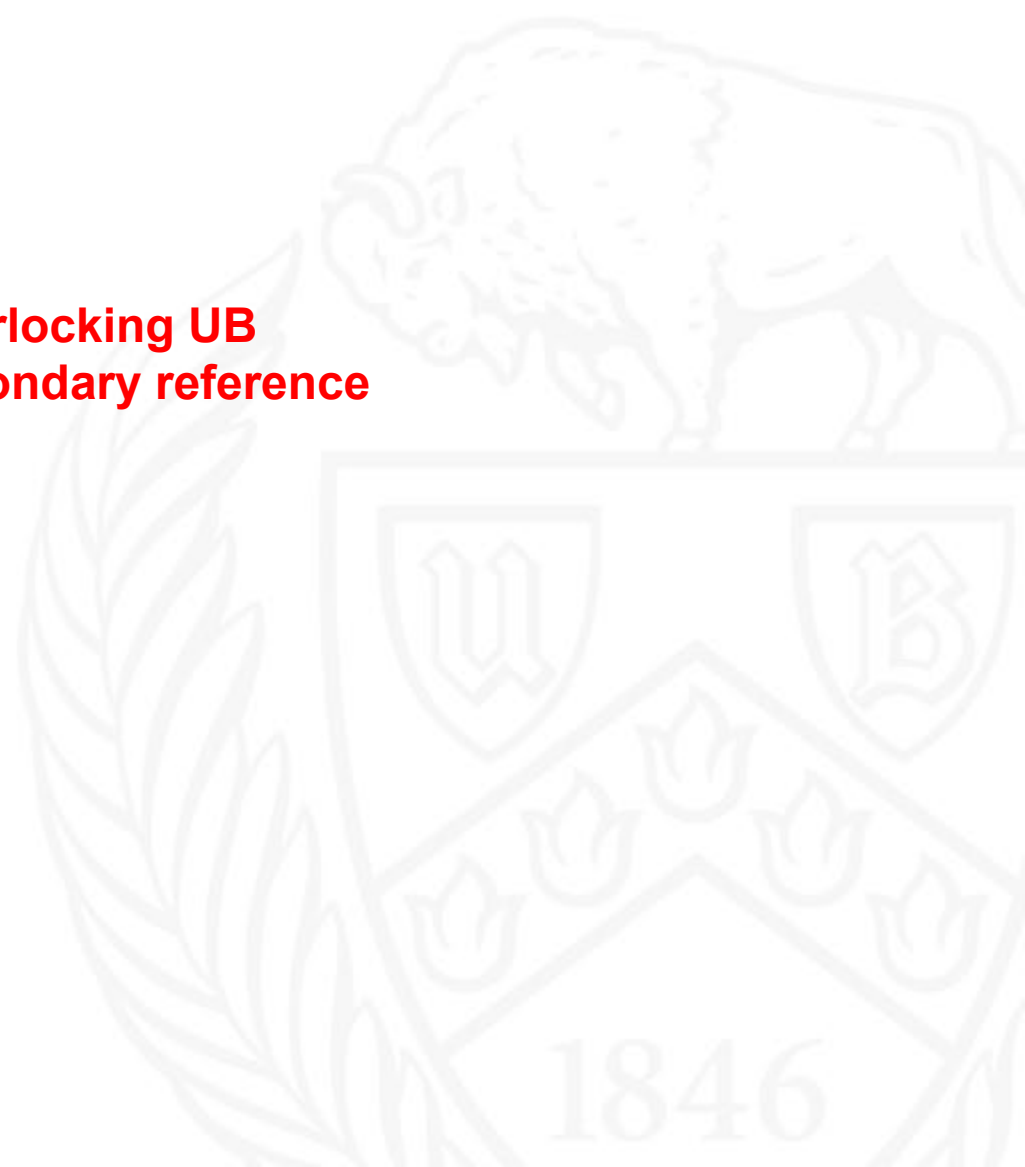
What is the infringement?



What is the infringement?



- 1.) **Manipulated Interlocking UB**
- 2.) **URL is not a secondary reference**



What is the infringement?



What is the infringement?

Cannot combine "UB" with other words



What is the infringement?



What is the infringement?

Color not in our color palette



Important sites

- [General Brand Site](#)
 - [True Blue Assets & Guidelines](#)
 - [Designing and Ordering Promotional Items](#)
 - [Clear Space Rules](#)
 - [UB Logo and Marks](#)
 - [Embroidery Guidelines](#)
 - [UB Internal Licensed Vendors List](#)



Would you like a
consultation?



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QUESTIONS?

