

Use of University Identity Materials

From time to time, you may have occasion to request or use the University's brand, colors, marks, logos, symbols or wordmarks. These marks are trademarked and their use protected.

The University's Office of Public Relations, Marketing and Information Services manages the University's brand and identity materials. Artwork for any such purchase will be provided by PRMIS and released directly to the vendor, when a Purchase Order number is provided.

Frequently, the use of these marks is linked to the purchase of promotional or identity materials.

Please make sure that your specifications for your purchase order reflect accurate and correct uses of the marks.

For example, if you are requesting that the logo on a T-shirt appear in University colors, those colors are PMS 7421 (Maroon) and PMS 877 (Silver). No other colors can be used as official representations of the University's colors. Also bear in mind that the University's official colors will not reproduce ideally on specific color backgrounds.

Always make sure that your specifications note the color background that the marks will be produced on and the color of ink(s) that will be used to imprint.

When in doubt, request that the vendor provide you with a physical sample of the color use. Digital images are not accurate barometers of color and so cannot be relied upon.

Your vendor should always provide you with an imprint area that allows the artwork to be appropriately sized to fit.

When items are delivered, carefully inspect them for true color and true reproduction of the artwork the vendor was provided. If either is in question, immediately notify Receiving and the Purchasing Office, referencing your purchase order number and explaining the problem and time you are reporting same.