

Brand, Apparel, & Licensing

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STUDENT INVOLVEMENT
GALLAGHER STUDENT CENTER
COMMUTER SERVICES

What is the Xavier brand?

- Xavier has a nationally-recognized brand – as a university and as a Division I collegiate competitor.
- The X is a singular look and image associated with Xavier University
- Additionally, as a Jesuit-Catholic institution, there are values we espouse and uphold associated with our brand.

www.xavier.edu/brand



discover
DEVELOP | LEAD


What are promotional materials & apparel?

- Giveaways and promotional items that are printed or branded – unique for your organization
 - Anything involving screen printing or embroidery with your organization or an original design
- Apparel
 - Shirts, polos, jackets, hats, jerseys, sportswear
- Any physical item that uses the university's trademark
 - Exception of flyers and banners



Ordering Process

- Step One: Work on a design that follows brand standards
 - Appropriate content
 - Appropriate use of university brands
- Step Two-A: Solicit a quote for your items from one of three approved companies
 - Smartcat Marketing Solutions
 - Women-owned, local
 - Consolidus
 - Cleveland-based
 - Distinct Images
 - Indianapolis-based




Smartcat Marketing Solutions
SALES ORDER for XAVIER UNIVERSITY
XavierFest T-shirts for Dustin

creative,
branded,
advertising.


SHIPPING ADDRESS Dustin Lewis Gallagher Center - Jillian Finch 3815 Saint Francis Xavier Way Cincinnati, OH 45207 United States	BILLING ADDRESS Dustin Lewis XAVIER UNIVERSITY 3800 VICTORY PARKWAY CINCINNATI, OH 45207 United States	PROJECT # 8045 TERMS Net 30	SALES ORDER # 18896 CUSTOMER PO	IN HANDS DATE Apr 16, 2024 CURRENCY USD
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Gildan - Heavy Cotton 100% Cotton T-Shirt
Quoted with a one-color front and a one-color back.
* 5.3 ounce, 100% cotton
* Classic fit, seamless body
* Tearaway label

	ITEM Size: SMALL - Color: Lilac Size: MEDIUM - Color: Lilac Size: LARGE - Color: Lilac Size: X-LARGE - Color: Lilac Size: 2XL - Color: Lilac Size: 3XL - Color: Lilac TOTAL UNITS TOTAL	QTY 150 230 200 180 30 10 800
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Product image for reference only. See your artwork below.
[Click to enlarge](#)

Artwork Details

DESIGN NAME IMPRINT TYPE DESIGN LOCATION DESIGN SIZE DESIGN COLOR	XavierFest ALL SHIRTS (both purple and green) are to be printed with the SAME XavierFest design on the front. Screen Print Front 10.5" wide White ink	 Click to enlarge
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Artwork Details

DESIGN NAME IMPRINT TYPE DESIGN LOCATION DESIGN SIZE DESIGN COLOR	Join teXtU design All purple shirts are to receive this imprint. Screen Print Back 10.5" w x 9.4755" h White ink	Join teXtU for the latest event info Text EVENTS to 71444 @XUInvolvement Click to enlarge
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Page 1 of 3

Ordering Process, continued

- Step Two-B: Submit your design for approval through MarComm
 - Promotional Material & Apparel Form on EngageXU
- Step Three: Submit your quote and artwork to create a purchase order (PO)
 - Student Organization Purchase Form
 - Plan to allow 3-4 weeks lead time, especially for larger purchases to route for university approval
 - Vendors are not permitted to begin producing any items until they receive a PO from Xavier.

 Promotional Material and Approval Form

Promotional Material and Apparel Approval Form

Organization requesting approval *

- Select Group -

What type of student organization is requesting approval? *

☐ Undergraduate student organization

☐ Graduate student organization


☐ I'm not sure

Requester name (first and last) *

Email address *

What type of promotional material or apparel are you submitting for approval? (i.e. t-shirt, banner, buttons, etc.) *

Artwork file upload *

 Upload file

What vendor will be producing your promotional material or apparel? *

Ordering Process, continued

- Step Four: Pick up materials in Student Involvement when they arrive
 - Our team will email whoever placed the order to confirm when your shipment has been delivered
 - We ask that you pick the boxes up within 48 hours of receiving our message
- Step Five: Payment is made to the company after the items are received. The three vendors are aware that they need to submit a final invoice to Xavier to close-out their PO and receive payment.
 - Your org is not responsible for this last step

University Branding

- Student organizations are limited to using either the primary university brand or a secondary brand
 - Your organization can request for a secondary brand to be created through Marketing & Communications
- D'Artagnan, Blue Blob or sword are limited to athletic-use only



Spending & Purchasing Rules

- Apparel rules
 - Maximum of \$35 per individual student per year from allocated activity fee funds
 - Beyond \$35, students will need to contribute to the purchase
 - Organizations can subsidize costs with students paying partial
 - Purchases must be made through one of three companies

Most Important Part of this Session

www.xavier.edu/apparel

Thank you for attending!

Stop by and see us any time in Gallagher 210