Brand, Apparel, & Licensing

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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





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



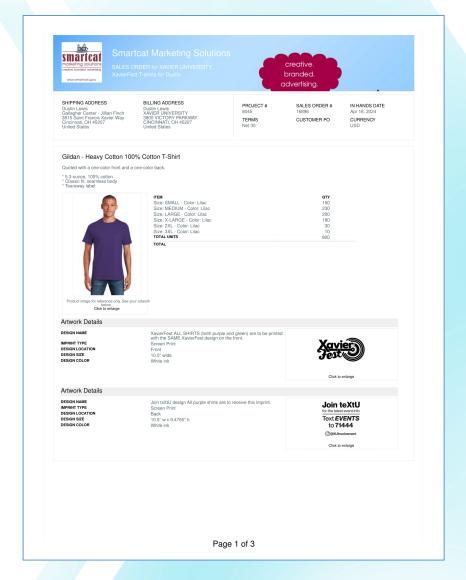






Ordering Process

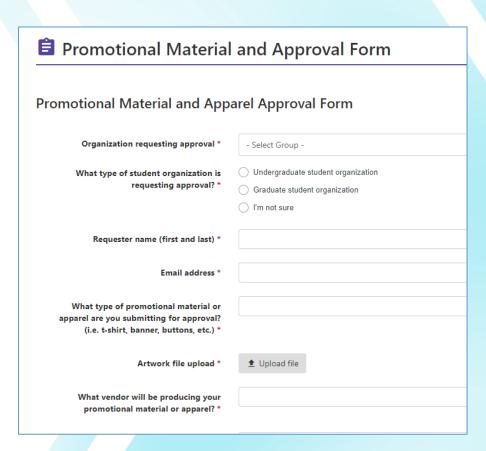
- Step One: Work on a design that follows brand standards
 - Appropriate content
 - Appropriate use of university brands
- Step Two-A: Solicit a quote for your items from one of three approved companies
 - Smartcat Marketing Solutions
 - Women-owned, local
 - Consolidus
 - Cleveland-based
 - Distinct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





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.





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