



ORDERING PROMOTIONAL MATERIALS & APPAREL

WHAT'S CONSIDERED PROMO or APPAREL?

- Apparel – shirts, polos, jackets, hats, jerseys, sportswear, etc.
- Giveaways or promotional items – pens, bags, sunglasses, water bottles, etc.
- Anything that involves screen printing or embroidery such as merchandise with your club name/original design
- Any physical item being created (other than flyers and banners) that uses the university's trademark (X-logo or name Xavier/XU)



TIMING/ PLANNING

- AT LEAST 4-6 WEEKS

UNIVERSITY BRAND

✓ **DO** ASK FOR HELP: [XAVIER.EDU/LOGOREQUEST](https://xavier.edu/logorequest)

✗ **DON'T** MESS WITH X



Do not alter approved color rotations.



Do not stretch or distort the logo.



Do not use unapproved colors.



Do not tilt/shear the logo.



Do not put a rule around the logo or use the logo in a cut-out shape.



Do not add graphic styles (i.e., drop shadow/3D).



Do not incorporate type with the logo.



Do not put pattern or type in the logo.



Do not change the proportions of the logo and word mark in the logo signature.



Do not use the X as part of a word, copy, or a sentence.

- NO X IS OK – SEE ABOVE, ASK FOR HELP

SELECT VENDOR

- [XAVIER.EDU/APPAREL](https://xavier.edu/apparel)
- GET A QUOTE / TAX EXEMPT / P.O. COMING / NO PCARDS
- ORDER IS NOT OFFICIAL UNTIL P.O. RECEIVED
- PAYMENT – STUDENT ORGANIZATION PURCHASE FORM

REVIEW & APPROVAL

PROCESS OUTLINE
[XAVIER.EDU/APPAREL](https://xavier.edu/apparel)

FEEDBACK
via the chat feature in
EngageXU

Note: If your designs are being sold - submit the sale as an **event** through EngageXU

Questions about this process?

[XAVIER.EDU/APPAREL](https://xavier.edu/apparel)
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