

~~GUIDELINES FOR TRADEMARKS, LOGOS, AND MERCHANDISE~~

TRADEMARKS AND LOGOS POLICY

The university's trademark policy applies to all designed artwork for chapter merchandise. No alterations of the university marks or logos are allowed. Prior to production, artwork must be sent to alumnichapters@uga.edu.

For alumni chapters, Alumni Association staff will assist in chapter logo and design production. All merchandise production is required to be done through a Fermata Partners licensed vendor.

If the chapter does not have explicit permission from the UGA Alumni Association, they are not authorized to use a mark, logo, design, or verbiage even if a printer is willing to print the job without it. It is the chapter's responsibility to acquire the approval before going to print.

Chapters cannot print merchandise until official approval is granted. The alumni chapters team will work directly with vendors to print all merchandise. Chapters may submit design materials to alumnichapters@uga.edu for review at any time.

CHAPTER BUSINESS CARDS

Chapters may use business cards to advertise social media pages, engage new members, and promote to local alumni. All business cards should include information about social media platforms, and they may or may not include chapter leader names.

The business card process includes the following steps:

1. Design and create a template for the business card
2. Approve, have Alumni Association print and ship

CHAPTER T-SHIRTS

Chapters may print t-shirts for individual purchase by chapter members. All merchandising policies must be followed, so chapters should alert the alumni chapters office when planning to design chapter t-shirts. All t-shirt order web pages must include the option for chapter members to order a t-shirt with or without a donation. Alumni chapters staff will facilitate the chapter t-shirt process with an approved vendor.

The t-shirt process includes the following steps:

1. Design and create a mock-up of a chapter t-shirt
2. Get approval from the university and the Athletic Association if any UGA logos, marks or verbiage are used
3. Set up a web page and order form, then begin selling
4. Sell for a minimum of three weeks. Chapter leaders should continuously use social media and their listserv to promote t-shirt sales
5. Order closes, shirts are printed and shipped