

## Artwork Approval for Campus Order of Imprinted Materials

- Use this form if you are a SUNY Geneseo department, office or officially-affiliated organization ordering any item (including apparel, signage, banners, give-aways) that will feature an imprint of a College Identity Mark full logo, Sturges icon, wordmark, seal, athletic logo) or include the official name of the College (i.e. State University of New York at Geneseo, SUNY Geneseo, Geneseo Knights).
- This process will ensure that your order is using the proper versions of the various College identity marks and colors. Any issues with the artwork will be discussed with your department prior to placing the order. Once the artwork use is approved, the vendor who is awarded this order will be supplied with the necessary artwork by the Campus Trademark Officer.
- If your product is being resold above cost, the vendor producing it must be currently licensed through the College's licensing partner, CLC Learfield/IMG College, and the vendor will be required to pay the appropriate royalties on the imprinted item.
- If your product is being used for internal purposes, official college purposes, promotion, give-away or resale at cost to organization members, the vendor will be allowed a Single Order Trademark License. This will notify the vendor that it is being permitted to use the provided College logo and is not required to be licensed, or pay registration fees and royalties for this particular order only.
- You may identify or request a particular vendor for this order. However, Procurement Services and/or the Campus Trademark Office may specify a different supplier if the preferred supplier identified on this form has been found in other instances to be in non-compliance with the College's licensing guidelines or the goods are available from the on-campus bookstore or a local, NYS Certified M/WBE. Potential suppliers may also be required to provide a sample of the item being imprinted, in order to judge its quality.
- Once artwork approval has been received, the order may be placed.

Submit this form to Brian Bennett, Doty Hall 226, bennettb@geneseo.edu

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Date of request: \_\_\_\_\_ Date item needed: \_\_\_\_\_

Requesting Department/Office/Organization: \_\_\_\_\_

Contact person and E-mail: \_\_\_\_\_

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### Product Details:

Type of product being imprinted: \_\_\_\_\_

Item color/Artwork imprint color: \_\_\_\_\_

Preferred supplier (optional): \_\_\_\_\_

Supplier contact and email: \_\_\_\_\_

Product use:  Resale for profit  Resale at cost  Uniform  Class/Office Use  Give-away

Other: \_\_\_\_\_

## Details of Proposed Artwork:

College name is used in design:  Geneseo  SUNY Geneseo  SUNY at Geneseo

State University of New York at Geneseo  Other: \_\_\_\_\_

A College logo is used in the design:



**GENESEO**



Full logo vertical orientation  
(with or without SUNY tagline)

Full logo horizontal orientation  
(with or without SUNY tagline)

Wordmark

Sturges Icon



Athletic primary logo

Athletic secondary logo

OneKnight

College Seal

Please note: Any proposed use of any of the College's athletic logos is subject to the approval of the Athletic Director.  
The use of the College Seal is limited to specific events and offices.

Other. If using the College name or College marks in combination with other elements, or using a custom design, please show or describe the artwork, or attach separately.

## Request Resolution (to be filled out by Campus Trademark Officer):

Design:  Approved  Denied

Royalty Status:  Exempt  Non-exempt (must use licensed vendor)

Signature:

Date: \_\_\_\_\_