

Promotional Item Artwork Guide

When designing identification elements for merchandise, keep it simple. Consider leveraging the power of the university logo and be creative with the name of your unit, program, etc. — like using your URL, Twitter handle or hashtag rather than the full name. View exceptions to artwork standards below and examples of approved artwork on the next page.

Exception guidelines:

- The logo can be made smaller than minimum size when necessary due to size limitations, but work with your vendor and the college to estimate readability.
- The merchandise exception logo may be used (download at brand.osu.edu/merchandise)
- In limited situations, when space does not allow for the full logo, the Block O (with the ®) may be considered. Submit your request to ascomm@osu.edu.
- Consider using approved secondary art as brand-appropriate decorative elements.
- For small items, consider representing your name with text using Proxima Nova, e.g.: Department of Buckeyes at Ohio State

NOTE: These are exception use cases and should not be used as a unit identifier.

All artwork for promotional (swag) items need to be approved by the ASC Marketing & Communications Office, University Branding and the university's Trademark and Licensing office. Please email your artwork to the college at ascomm@osu.edu for review before sending to these other offices.

EXAMPLES OF APPROVED ARTWORK



DRINKWARE

For items such as water bottles or mugs

ONE-SIDED PRINTING: If the item only allows for artwork on one side, the unit may use their identifier (college secondary signature with unit name at least a Block O's width below the logo), or may opt to incorporate their name into a graphic element (illustration, etc.) above the secondary signature (as pictured to the left).

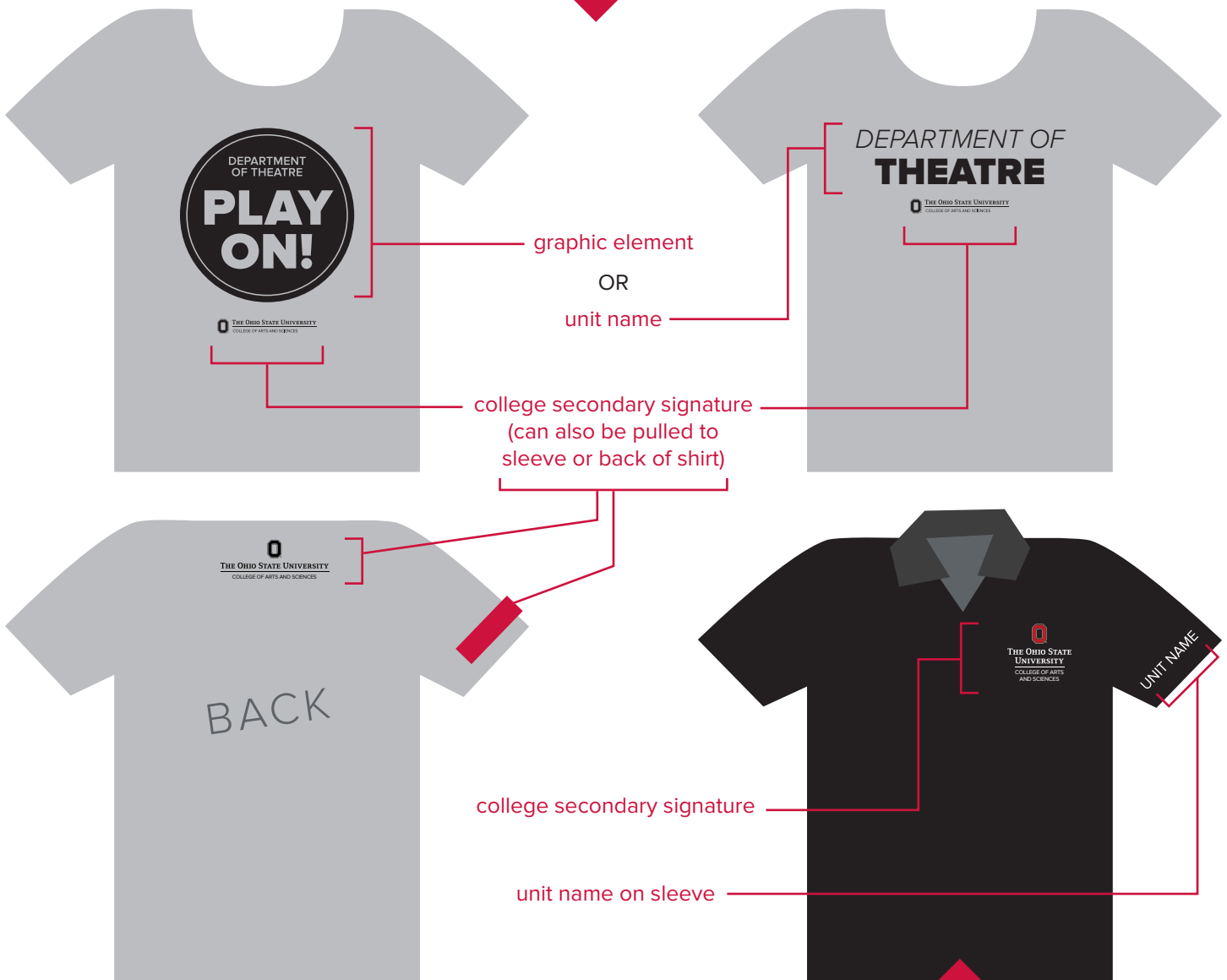
TWO-SIDED PRINTING: If the item allows for artwork on both sides, the unit may put their name or graphic element on the front and the college secondary signature on the back of the item.

EXAMPLES OF APPROVED ARTWORK

APPAREL

Depending on the type of apparel and locations for printing

SHIRTS: A graphic element may be used as artwork on the front of the shirt, provided the college's secondary signature is included either below the artwork (at least a Block O's width away) or on the back/sleeve of the shirt.



POLOS: The unit should use the college's secondary signature on the breast pocket and the unit name on the sleeve. There are no artwork exceptions.

NOTE: All apparel must be ordered through university-approved vendors.

EXAMPLES OF APPROVED ARTWORK

TABLECLOTHS

For use at events



The unit name appears at least a Block O's width above the college's secondary signature. If desired, the unit's website can also be added.

NOTEBOOKS

For items such as journals, notepads, folders, padfolios, etc.

The unit may use their identifier (college secondary signature with unit name at least a Block O's width below the logo), or may opt to incorporate their name into a graphic element (illustration, etc.) above the secondary signature (as pictured to the right).



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SMALL ITEMS

For use when an approved lockup won't fit onto item. Pens, flashdrives, etc.

Refer to the exceptions on page 1 for guidelines on how to handle branding small promotional items. Consider using the unit's URL, social media handle or text to represent the Ohio State brand. *All exceptions should be approved through the university.*