

FACULTY, STAFF, AND STUDENT GUIDE TO **BRANDING AND PRODUCING MERCHANDISE AND APPAREL**

All clothing and merchandise produced for The Ohio State University College of Food, Agricultural, and Environmental Sciences (CFAES) **must be approved by the CFAES Brand Approval Team, Trademark and Licensing, and the university's Identity Team, and must comply with university branding requirements as well as trademark and licensing requirements.**

This includes items for Ohio 4-H youth development.

Follow the guidelines herein to help avoid costly mistakes or delays in obtaining your products. Please plan accordingly and allow up to two weeks for approvals.

We also recommend that you visit cfaesfinance.osu.edu to review CFAES' Purchasing Restrictions page, which includes guidelines for gifting employees and nonemployees.

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THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

CHOOSING AND WORKING WITH VENDORS

Your vendor selection will depend on whether you plan to sell your items, give them away, or order them for a student group.

- 1. FOR SALE:** If you are using university funds to produce items for sale, including items for 4-H, you **must** contact one of the university's two exclusive vendors for for-sale items. The current contact information we have is as follows:

BSN Sportswear: Lucas Eick – leick@bsnsports.com

University Tees: Steve Kowalski – skowalski@utees.com

- 2. NOT FOR SALE:** If you are using university funds to produce items that will be given away for free, you **must** use a contracted university vendor. This includes items that you will be giving away to volunteers, students, and/or employees, or items that you will be giving away as part of a registration fee. Visit our [brand website](#) for steps on how to locate a contracted vendor. Note: Proforma is **only** for university departments using university funds to promote their areas or give away items to employees.
- 3. STUDENT GROUPS:** All purchases made by student organizations must be made through an officially licensed partner. If a department wants to support a student program by purchasing branded items without requiring payment in return, those items qualify for the use of an internal, approved vendor.

On-campus units MUST ALWAYS USE AN APPROVED VENDOR.

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Off-campus units may use a local vendor only if **ALL** of the following conditions apply:

**The item is not being sold**

**The total order cost is less than \$5,000**

**A quote from one of the contracted university vendors has been received and is more than the local quote (keep the quote with the transaction documentation)**

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## APPROVAL PROCESS STEPS

- 1.** Create a mockup of your proposed design. If you do not have the tools to create a mockup on your own, you can work with an approved vendor to have a mockup created.
- 2.** Email your mockup to the CFAES Brand Approval Team: [CFAES\\_BAT@osu.edu](mailto:CFAES_BAT@osu.edu).
- 3.** Once you receive an approval from the CFAES Brand Approval Team, fill out Trademark and Licensing's "Department Request for Logo Use" form, found at [go.osu.edu/trademark](http://go.osu.edu/trademark).
- 4.** Send the completed form and your approved art to Karen Dertinger at [dertinger.5@osu.edu](mailto:dertinger.5@osu.edu) and to the university's Identity Team at [identity@osu.edu](mailto:identity@osu.edu). Allow at least two weeks for all approvals.
- 5.** Submit all approvals to Purchasing, along with your payment request.

**Please note that any deviation from the above steps may result in a delay in your approval of your design.**

## REQUIRED ELEMENTS FOR CFAES-BRANDED MERCHANDISE

If you are creating merchandise for the college or for a department or unit within the college, including Ohio State University Extension and Ohio Agricultural Research and Development Center, your item must include:

- **A registered ® version of the college logo.** As an alternative on merchandise only, you may use the college name spelled out in an approved font: “The Ohio State University® College of Food, Agricultural, and Environmental Sciences” or “Ohio State® College of Food, Agricultural, and Environmental Sciences.” Your approved vendor should have the logo files you need. However, if they do not, please contact the CFAES Brand Team.
- **Your department or unit name spelled out in all caps in an approved font.** Allow at least one Block O width of space between the name and the logo, meaning that however wide the Block O on your piece is, you need to allow that much clear space between your text and the logo (see example below). This will vary from piece to piece.
- **A color scheme dependent on official university colors: red, black, white, and gray.**

**SMALL-SPACE EXCEPTION (PENS, PENCILS, JUMP DRIVES, ETC.):** If space is limited, you may use just the registered ® version of the college logo or the registered ® Block O with your department/unit name and/or your web address, social media handle or hashtag, or phone number spelled out in a brand-approved font.



MERCHANDISE EXAMPLE WITH COLLEGE NAME SPELLED OUT IN TEXT



MERCHANDISE EXAMPLE WITH ® LOGO



MERCHANDISE EXAMPLE WITH ® BLOCK O ART AND DEPARTMENT IDENTIFICATION

SMALL-SPACE EXCEPTION MERCHANDISE EXAMPLE WITH ® BLOCK O ART



## REQUIRED ELEMENTS FOR OHIO 4-H-BRANDED MERCHANDISE

Noncustomized stock items purchased through National 4-H do not require Ohio State branding and do not need to be approved by the CFAES Brand Approval Team. However, if you are creating customized giveaways or apparel items for your county, they must include the following:

- **The official 4-H clover® logo (which must include the “18 USC 707” protection notice) or a National 4-H campaign logo (e.g., “4-H Grows Here®”).** If your 4-H clover does not include the protection notice, your artwork will not be approved. All National 4-H guidelines must be followed if using a campaign logo. You may not modify 4-H marks in any way.
- **A registered® version of the college logo with “OSU EXTENSION” (the shortened reference is allowed only when also using the college logo) spelled out in all caps in a brand-approved font.** If your artwork does not use the college logo, you must spell out Extension’s full name: “OHIO STATE UNIVERSITY EXTENSION.”
- **A color scheme dependent on official university colors: red, black, white, and gray.**

**SMALL-SPACE EXCEPTION (PENS, PENCILS, JUMP DRIVES, ETC.):** If space is limited, you may use just the 4-H clover® logo with “OHIO STATE UNIVERSITY EXTENSION” spelled out in all caps in a brand-approved font. Your county name or web address is optional.

**YOUTH EXCEPTION:** If your item is intended only for youth, you may use just the 4-H clover® logo or a National 4-H campaign logo (e.g., “4-H Grows Here®”). Inclusion of your county name or web address is optional, but you should include it if space allows.



MERCHANDISE EXAMPLE WITH BOTH LOGOS AND UNIT IDENTIFICATION



YOUTH MERCHANDISE EXAMPLE WITH NATIONAL CAMPAIGN LOGO AND COUNTY URL

MERCHANDISE EXAMPLE WITH CLOVER LOGO AND UNIT IDENTIFICATION



## REQUIRED ELEMENTS FOR CFAES-BRANDED APPAREL

If you are creating apparel for the college or for a department or unit within the college, including Ohio State University Extension and Ohio Agricultural Research and Development Center, your item must include:

- **A registered ® version of the college logo.** The merchandise exception logo with a larger Block O is preferred for apparel. This should appear on the left chest area.
- **Your department or unit name spelled out in a brand-approved font on the right chest area.**
- **A color scheme dependent on official, university colors: red, black, white, and gray.**

**FOR T-SHIRTS:** You have the option to use the college name spelled out in a brand-approved font: “The Ohio State University® College of Food, Agricultural, and Environmental Sciences” or “Ohio State® College of Food, Agricultural, and Environmental Sciences.”

**FOR HATS:** You may use the ® version of the Block O art instead of the official college logo on the front, but you must **also** include the college name spelled out in a brand-approved font on the back: “College of Food, Agricultural, and Environmental Sciences.”

**FOR STUDENT GROUPS:** University-affiliated organizations may use a registered ® version of the college logo. Active student organizations can use “at Ohio State®” or “at The Ohio State University®” as part of their name, but they are not permitted to use the college’s logo or the Block O.

**FOR EVENT VOLUNTEERS:** Apparel for **adult volunteers** should follow all apparel brand guidelines. Apparel for **youth volunteers** does not require a logo or branding.



**THE OHIO STATE  
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AND ENVIRONMENTAL SCIENCES

MERCHANDISE EXCEPTION  
LOGO WITH LARGER BLOCK O



HAT EXAMPLE WITH ® LOGO



CLOTHING EXAMPLE  
WITH ® LOGO



CLOTHING EXAMPLE  
WITH ® COLLEGE LOGO AND  
UNIT IDENTIFICATION

## REQUIRED ELEMENTS FOR OHIO 4-H-BRANDED APPAREL

Per USDA guidelines, all Ohio 4-H-created materials should specify a local or state connection.

Because Ohio 4-H is an entity operated by OSU Extension—a unit of CFAES and therefore of Ohio State—all 4-H merchandise and apparel must also be approved by Trademark and Licensing and the university Identity Team after you receive approval from the CFAES Brand Approval Team. Please plan accordingly, and allow up to two weeks for an approval.

Noncustomized stock items purchased through National 4-H do not require Ohio State branding and do not need to be approved by the CFAES Brand Approval Team. However, if you are creating customized giveaways or apparel items for your county, they must include the following:

- **The official 4-H clover® logo (which must include the “18 USC 707” protection notice) or a National 4-H campaign logo (e.g., “4-H Grows Here®”),** which should appear on the right chest area or on the right sleeve.
- **A registered® version of the college logo.** The merchandise exception logo with a larger Block O is preferred for apparel. This should appear on the left chest area.
- **For OSU Extension, your county name may be spelled out in all caps in a brand-approved font underneath the 4-H clover® logo or on the right sleeve.**
- **A color scheme dependent on official university colors: red, black, white, and gray.**

**FOR T-SHIRTS AND HATS:** You may use the 4-H clover® logo without using the college logo, but you must **also** include the following text in all caps in a brand-approved font: “OHIO STATE UNIVERSITY EXTENSION.” Your county name can be included as well.

**FOR ADULT VOLUNTEERS:** Apparel for **adult volunteers** must follow all apparel brand guidelines.

**FOR YOUTH COUNSELORS, YOUTH VOLUNTEERS, JUNIOR FAIR BOARD MEMBERS, AND CAMP ATTENDEES:** Apparel for youth counselors, youth volunteers, junior fair board members, and camp attendees does not require a logo or branding. However, some type of county identification is suggested.



BOTH LOGOS SHOULD BE SIMILAR  
IN SIZE AND PROPORTION



BUTTON-DOWN SHIRT EXAMPLE  
WITH COLLEGE LOGO ON LEFT CHEST,  
EXTENSION/UNIT IDENTIFICATION ON  
RIGHT CHEST, AND 4-H CLOVER LOGO  
ON RIGHT SLEEVE

## RULES FOR STUDENT ORGANIZATIONS

Start by answering these questions to help categorize your student organization:

1. Is your group's official status listed as active? Search the [student organization directory](#) to find out.
  2. Does your student organization have a faculty/staff advisor whose official job duties include supporting the group?
  3. Does your student organization receive regular, annual funding from the university for a specific set of activities (e.g., major events, outreach/community service projects)?
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## UNIVERSITY-AFFILIATED ORGANIZATIONS

Groups that can answer “yes” to all three questions above are most likely university-affiliated organizations.

University-affiliated organizations are permitted to use the college logo. The organization's name should be represented away from the logo and should not include a Block O. The organization can use the college visual system and secondary art to create a signature look. Examples include “College of Food, Agricultural, and Environmental Sciences Student Council” and “Agricultural Communication, Education, and Leadership—Graduate Student Association.”

All merchandise and apparel requests must be submitted for approval to the CFAES Brand Approval Team ([CFAES\\_BAT@osu.edu](mailto:CFAES_BAT@osu.edu)), Trademark and Licensing ([dertinger.5@osu.edu](mailto:dertinger.5@osu.edu)), and the university's Identity Team ([identity@osu.edu](mailto:identity@osu.edu)) before beginning production.

## ACTIVE STUDENT ORGANIZATIONS

These groups have active status, but they cannot answer “yes” to the second and third questions above.

Active student organizations can use “at Ohio State®” or “at The Ohio State University®” as part of their name, but they are not permitted to use the college's logo or the Block O. Other parts of the visual identity system, including fonts and secondary art, are appropriate for use by active student organizations. Examples include “Buckeye Dairy Club at The Ohio State University®” and “Plant Health and Resource Management Club at Ohio State®.”

Remember that all merchandise and apparel requests must be submitted for approval to the CFAES Brand Approval Team ([CFAES\\_BAT@osu.edu](mailto:CFAES_BAT@osu.edu)), Trademark and Licensing ([dertinger.5@osu.edu](mailto:dertinger.5@osu.edu)), and the university's Identity Team ([identity@osu.edu](mailto:identity@osu.edu)) before beginning production.

## INACTIVE STUDENT ORGANIZATIONS

Groups that do not have an active status at the university cannot use “at Ohio State®” or “The Ohio State University®” as part of their name. Use of any logo or any part of the university's visual identity system also is not permitted.

## EXCEPTIONS

There are some groups that cannot answer the questions above and do not fit neatly under one of the categories mentioned. These student organizations' needs will be managed on a case-by-case basis. Think your organization might be an exception? Ask the CFAES Brand Approval Team.