**UK College of Health Sciences**

**Creative Services**

**Tips for Purchasing Promotional Items**

**About the UK Logo** The UK logo is a registered trademark of the University and **may not be altered or recreated in any way**. The UK logo includes the UK wordmark, institutional signature, and unit/departmental signatures. The UK logo is a registered trademark and is protected through the University’s licensing program. (For more information on the UK logo, including usage guidelines, download the “UK Graphic Standards Manual” here: <http://www.uky.edu/Graphics/>.)

**What does that mean for us? Any promotional item with the UK logo or UK CHS logo on it must be produced by an official University of Kentucky Licensee**, and designs must be approved by the University’s licensing office. Please see the link to the current list of approved vendors as of 5/15/2017 <http://www.uky.edu/Purchasing/docs/licensee_list.pdf>

**Tip**: Before contacting a company to get an estimate, check the approved vendor list. If a vendor is not on the list, that vendor *cannot* produce items with the logo on them.

**Does anyone at UK need to approve the artwork for the promo item?** As stated above, any item with the UK logo on it is subject to review by the University’s licensing office, which has the authority to reject the artwork or ask for modifications. The approved vendor will automatically submit items for approval. Thus, no additional steps are involved for you.

**Tip**: Before getting too far into the process, please **contact the College’s Creative Services Team.** They can help you avoid the headaches caused by delays due to rejected artwork, etc.

For a list of approved promo item vendors, and for general information on the process, please visit: <http://www.uky.edu/Purchasing/promoitems.htm>

 **Where can I get more information or help?**

Creative Services website: <https://www.uky.edu/chs/creative-services>

Creative Services online request for assistance:

<https://www.uky.edu/chs/creative-services/request-services>