

UK College of Health Sciences

Office of Advancement

Promo Items Cheat Sheet

So, you want to order t-shirts, ink pens, luggage tags, etc. with the CHS logo on them? Here are some things you need to know:

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/.](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. The list of approved vendors is here: https://www.uky.edu/Purchasing/docs/promo_clclist.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 PR/Marketing Manager, Melanie Sparks**. She can help you avoid the headaches caused by delays due to rejected artwork, etc.

Where can I get more information or help?

If you have questions, feel free to contact the College's PR/Marketing Manager, Melanie Sparks. She is our in-house expert on UK's printing/promo item process, and she has helpful contacts on and off campus.

For a list of approved promo item vendors, and for general information on the process, please visit:

<https://www.uky.edu/Purchasing/promoitems.htm>.

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