

Brand, Apparel, & Licensing

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STUDENT INVOLVEMENT
GALLAGHER STUDENT CENTER
COMMUTER SERVICES

What is the Xavier brand?

- Xavier has a nationally-recognized brand – as a university and as a Division I collegiate competitor.
- The X is a singular look and image associated with Xavier University
- Additionally, as a Jesuit-Catholic institution, there are values we espouse and uphold associated with our brand.

www.xavier.edu/brand



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What are promotional materials & apparel?

- Giveaways and promotional items that are printed or branded – unique for your organization
 - Anything involving screen printing or embroidery with your organization or an original design
- Apparel
 - Shirts, polos, jackets, hats, jerseys, sportswear
- Any physical item that uses the university's trademark
 - Exception of flyers and banners



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Ordering Process

- Step One: Work on a design that follows brand standards
 - Appropriate content
 - Appropriate use of university brands
- Step Two-A: Solicit a quote for your items from one of three approved companies
 - Smartcat Marketing Solutions
 - Women-owned, local
 - Consolidus
 - Cleveland-based
 - Distinct Images
 - Indianapolis-based

The screenshot shows a quote from Smartcat Marketing Solutions for Xavier University. The quote is for 800 units of Glidan Heavy Cotton 100% Cotton T-Shirts. The quote includes shipping and billing addresses, project details, and a table of item specifications and quantities. The quote also includes artwork details for two different shirt designs, one for the front and one for the back, with specific instructions for printing and ink color.

Smartcat Marketing Solutions
SALES ORDER for XAVIER UNIVERSITY
XavierFest T-shirts for Dustin

creative branded advertising

SHIPPING ADDRESS	BILLING ADDRESS	PROJECT #	SALES ORDER #	IN HANDS DATE
Dustin Lewis College Center - Jilan Finch 3615 Saint Francis Xavier Way Cincinnati, OH 45207 United States	Dustin Lewis XAVIER UNIVERSITY 3800 VICTORY PARKWAY CINCINNATI, OH 45207 United States	8045	16986	Apr 16, 2024
		TERMS Net 30	CUSTOMER PO	CURRENCY USD

Glidan - Heavy Cotton 100% Cotton T-Shirt
Quoted with a one-color front and a one-color back.
* 5.3-ounce, 100% cotton
* Classic fit, seamless body
* Tearaway label

ITEM	QTY
Size: SMALL - Color: Lilac	150
Size: MEDIUM - Color: Lilac	230
Size: LARGE - Color: Lilac	200
Size: XLARGE - Color: Lilac	190
Size: 2XL - Color: Lilac	30
Size: 2XL - Color: Lilac	10
TOTAL UNITS	800

Product image for reference only. See your artwork to view.
[Click to enlarge](#)

Artwork Details

DESIGN NAME	DESIGN TYPE	DESIGN LOCATION	DESIGN SIZE	DESIGN COLOR
XavierFest ALL SHIRTS (both purple and green) are to be printed with the SAME XavierFest design on the front.	Screen Print	Front	10.5" wide	White Ink

[Click to enlarge](#)

Artwork Details

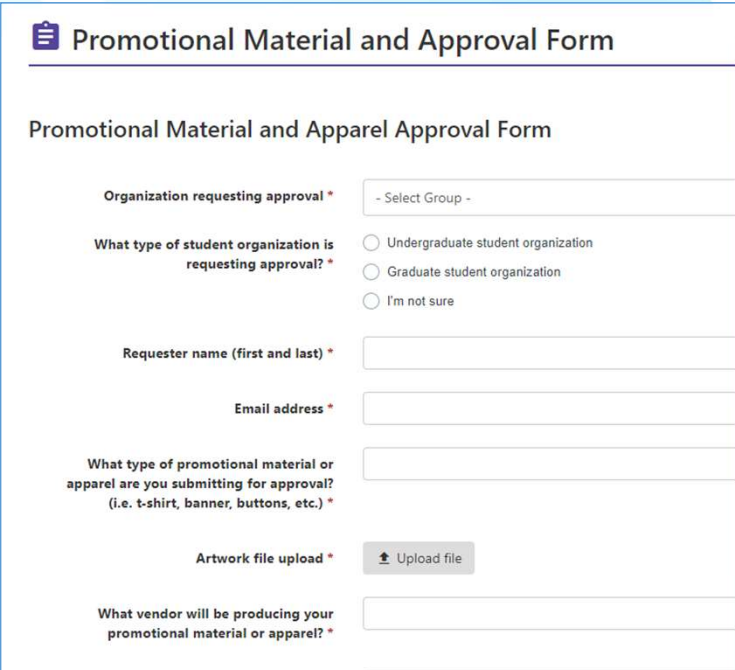
DESIGN NAME	DESIGN TYPE	DESIGN LOCATION	DESIGN SIZE	DESIGN COLOR
Join toXtU design All purple shirts are to receive this imprint.	Screen Print	Back	10.5" w x 9.475" h	White Ink

Join toXtU
for the-8888-8888-8888
Text EVENTS
10 71444
@distinctimages
[Click to enlarge](#)

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Ordering Process, continued

- Step Two-B: Submit your design for approval through MarComm
 - Promotional Material & Apparel Form on EngageXU
- Step Three: Submit your quote and artwork to create a purchase order (PO)
 - Student Organization Purchase Form
 - Plan to allow 3-4 weeks lead time, especially for larger purchases to route for university approval
 - Vendors are not permitted to begin producing any items until they receive a PO from Xavier.



The screenshot shows a web form titled "Promotional Material and Approval Form". The form contains several fields and options:

- Organization requesting approval ***: A dropdown menu with the text "- Select Group -".
- What type of student organization is requesting approval? ***: Three radio button options: "Undergraduate student organization", "Graduate student organization", and "I'm not sure".
- Requester name (first and last) ***: A text input field.
- Email address ***: A text input field.
- What type of promotional material or apparel are you submitting for approval? (i.e. t-shirt, banner, buttons, etc.) ***: A text input field.
- Artwork file upload ***: A button labeled "Upload file" with an upward-pointing arrow icon.
- What vendor will be producing your promotional material or apparel? ***: A text input field.

Ordering Process, continued

- **Step Four: Pick up materials in Student Involvement when they arrive**
 - Our team will email whoever placed the order to confirm when your shipment has been delivered
 - We ask that you pick the boxes up within 48 hours of receiving our message
- **Step Five: Payment is made to the company after the items are received. The three vendors are aware that they need to submit a final invoice to Xavier to close-out their PO and receive payment.**
 - Your org is not responsible for this last step

University Branding

- Student organizations are limited to using either the primary university brand or a secondary brand
 - Your organization can request for a secondary brand to be created through Marketing & Communications
- D'Artagnan, Blue Blob or sword are limited to athletic-use only



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Updated Spending & Purchasing Rules

- Apparel rules
 - Maximum of \$35 per individual student
 - Beyond \$35, students will need to contribute to the purchase
 - Organizations can subsidize costs with students paying partial
 - Purchases must be made through one of three companies

Most Important Part of this Session

www.xavier.edu/apparel



**Thank you for
attending!**

Stop by and see us any time in Gallagher 210

