

Request for Artwork Approval on Campus Orders of Imprinted Materials

- Use this form if you are a SUNY Geneseo department, office or officially-affiliated organization ordering any item (including apparel, signage, banners, give-aways) that will feature an imprint of a College Identity Mark (Wordmark, Seal, Athletic Logo) or include the official name of the College (State University of New York at Geneseo, SUNY Geneseo, Geneseo Knights).
- This process will ensure that your order is using the proper versions of the various College identity marks and colors. Any issues with the artwork will be discussed with your department prior to placing the order. Once the artwork use is approved, the vendor who is awarded this order will be supplied with the necessary artwork by the Campus Trademark Officer.
- If your product is being resold above cost, the vendor producing it must be licensed to do so; it must have a current Trademark Licensing Agreement with the College, including payment of registration fees, and the vendor will be required to pay royalties on the imprinted item.
- **If your product is being used for internal purposes, official college purposes, promotion, give-away or resale at cost to organization members, the vendor may be issued a Single Order Trademark License. This will notify the vendor that it is being permitted to use the provided College logo and is not required to be licensed, or pay registration fees and royalties for this particular order only.**
- You may identify or request a particular vendor for this order. However, Procurement Services may select a different supplier if the preferred supplier identified on this form has been found in other instances to be in non-compliance with the College's licensing guidelines or the goods are available from the on-campus bookstore or a local, NYS Certified M/WBE. Potential suppliers may also be required to provide a sample of the item being imprinted, in order to judge its quality.
- Once artwork approval has been received, the order may be placed with the Procurement Services.

Submit this form to Brian Bennett, Blake Hall D6, bennettb@geneseo.edu

Date of request: _____ Date item needed _____

Requesting Department/Office/Organization: _____

Contact Person: _____
Name Campus Address Email

Proposed Product: _____

Item color(s): _____ Imprint color(s): _____

Brand (if specific brand is preferred/required): _____

Other product details: _____

Preferred Supplier (optional): _____
Company Name Address

Contact (if known): _____
Name Title Email Phone

Product Use: ☐ Resale for profit ☐ Resale at cost ☐ Uniform ☐ Class/Office Use ☐ Give-away ☐ Other: _____

Logos/names to be used (indicate on back)

Department/Office/Organization acknowledgement _____
Name Date

College Name or Identity Mark(s) to be Used

- ☐ If college name is being used, please identify the version: ☐ Geneseo ☐ SUNY Geneseo ☐ SUNY at Geneseo
☐ State University of New York at Geneseo ☐ Other: _____

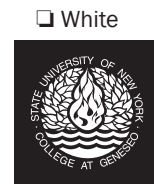
- ☐ College Wordmark - imprint color

☐ Blue
GENESEO

☐ Black
GENESEO

☐ White
GENESEO

- ☐ College Seal - imprint color



- ☐ Other. If using the college name, or college marks in combination with other elements, or using a custom design, please show/describe artwork below, or attach additional page. If you are intending to use one of the College's athletic logos, or the name "Geneseo Knights," please discuss with Director of Intercollegiate Athletics and Recreation Michael Mooney (245-5343; mooney@geneseo.edu).

Design Request Status *(to be filled out by Campus Trademark Officer):*

- ☐ Approved ☐ Approved with conditions or revisions (below) ☐ Not Approved.

- ☐ Royalty Exemption approved ☐ Royalty Exemption not approved - must use licensed vendor

Campus Trademark Office Signature Date