

Approval Process for Swag, Apparel & Uniforms

Swag, apparel, uniforms, and other branded items purchased through vendors must meet both [Collegiate Licensing Company \(CLC\)](#) requirements and University [brand standards](#). Your CLC-licensed vendor is responsible for obtaining the CLC approval and must provide it prior to the purchase of custom items. Then the item will be reviewed for University brand accuracy as a step in the CSUBuy Procure-to-Pay (P2P) approval workflow.

Step 1

Confirm the vendor you are using is licensed with the CLC. Email [Angela Rader](#) in University Enterprises, Inc. (UEI) to confirm the vendor's status. Only vendors with current CLC agreements will be approved.

Step 2

Create a mock up or proof of the desired product, using either a campus designer or the CLC-licensed vendor. The artwork needs to include a primary Sacramento State logo with a trademark ™ symbol, and the [minimum size and clear space guidelines](#) must be met.

If using a vanity mark along with the Sacramento State logo, please follow the [vanity mark guidelines](#).

Step 3

The CLC-licensed vendor submits the artwork to the CLC for approval. Allow 2 business days for review.

Step 4

Obtain a copy of the CLC approval from the vendor.

Step 5

Enter a requisition through CSUBuy P2P and include the CLC approval. Then, the item will be reviewed for University brand accuracy as a step in the procurement workflow. Items not branded correctly will be returned for corrections before they will be approved for payment.

Note: CLC approval is not the same as brand approval. If you would like to consult on brand prior to submitting the requisition, email universitymarketing@csus.edu.

QUESTIONS?

PROCUREMENT

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LICENSING

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BRAND

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