



# APPROVAL PROCESS FOR SWAG, APPAREL, AND UNIFORMS

Before purchasing custom swag or apparel, both brand and licensing approvals are needed and must be submitted with purchase requests. Allow up to 7 business days for brand and licensing reviews and an additional 7 business days for standard procurement processing, or 1 day if using a Pro-Card.

## Step 1

Email Licensing ([angela.rader@csus.edu](mailto:angela.rader@csus.edu)) to see if the vendor you would like to use is licensed with the Collegiate Licensing Company (CLC). Only vendors with current licensing agreements will be approved.

## Step 2

Provide artwork to CLC-licensed vendor or campus designer to create a mock up. Make sure artwork mock up includes a primary logo with TM (<https://www.csus.edu/brand/logos-logotypes.html>) and minimum size and clear space guidelines have been met. If using a Vanity Mark please follow Vanity Mark Guidelines (<https://www.csus.edu/brand/vanity-marks.html>).

## Step 3

Once the artwork is created, the campus contact or the licensed vendor submits a PDF proof to University Brand Review (<https://sacstateucomm.my.workfront.com/requests/new?activeTab=tab-new-helpRequest&projectId=62d0ace000313636e4689ce341fc9120&path=>). External vendors need to include campus partners contact information to ensure they are in the loop. University Marketing will review the submission and request additional edits or provide approval within 3-5 business days.

## Step 4

Once final brand approval is received, the vendor or campus partner submits artwork to the CLC ([www.clc.com](http://www.clc.com)) for licensing approval. Allow 1-2 business days for review.

## Step 5

Email Procurement ([procard@csus.edu](mailto:procard@csus.edu)) with your Pro-Card request or enter a CFS Requisition. Include University Marketing and Licensing approvals.

## QUESTIONS?

### PROCUREMENT

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### LOGO AND BRAND

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### LICENSING

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