Rowan University

Guide to ordering apparel

for University employees, students and volunteer staff

FIGURE 1

FIGURE 2

FIGURE 3

FIGURE 4

Whether apparel is part of a regular uniform or something worn for special events, how we identify ourselves as part of the Rowan community communicates a great deal about our roles and relationships. Because it's a privilege to represent the university and we have a responsibility to do it well, please follow these guidelines when ordering apparel:

1. If an office or department uses university funds to purchase apparel (shirts, hats, jackets, etc.) or accessories (bags, neckties, etc.) for a representative of the university or to identify a Rowan-affiliated program, the products must comply with Rowan standards.
2. University trademarks (Rowan name, stylized torch art, Prof mascot and all logotype) must be used properly, complying with graphic standards and the licensing policy. In most cases, the university logotype will be preferred (fig. 1 and 2). However, it might be appropriate in a less formal situation to simply use the Rowan name (fig. 3). The Prof mascot (fig. 4) is the licensed trademark of Rowan Athletics programs and is restricted for use by Athletics and licensed vendors. (Licensing applies to all variations of the Prof identity.)
3. To reproduce the Rowan trademarks within the graphic standards, the art and type may only appear in brown, gold, white or black and only on fabric that is white, tan, khaki, cream, beige, grey, brown or gold. Most reputable, full-service vendors (including the University Bookstore) offer a range of products within these limits and should provide a fabric swatch with embroidery in place or a digital proof showing the imprint before production begins.
4. Each product's features, style and quality will vary. Please refer to state requirements for products to be made in the U.S. (rowan.edu/purchasing). For each new product ordered, it may be helpful to consult with University Publications about the best way to render the university identity, whether by embroidery, screen printing, appliqué or a combination.

Please visit www.rowan.edu/graphicstandards for more information about standards and the licensing policy or contact University Publications with questions:

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