

Promotional Materials

The branding of promotional materials for recruitment, fund raising, special events, alumni activities, outreach programs, and awareness building is to be channeled through the Marketing & Communications Office to ensure brand continuity and quality.

As part of the Brand Standards the University offers the Brand Store, a collection of pre-ordered, low cost merchandise that is already “logo-certified.” This merchandise is available for departments to use for student/faculty/staff recognition, clients, vendors, events, etc., and includes such items as coffee mugs, baseball hats, pens, and other gift-related items.