

# COLLEGE OF PHARMACY STUDENT ORGANIZATION MERCHANDISE APPROVAL

## OBJECTIVE

The College of Pharmacy is committed to maintaining and adhering to University of Iowa brand standards and policies.

Student organizations are subject to the same standards and expectations as other university entities.

## PROCESS

1. Establish merchandise and vendor (must be UI-approved vendor, list available at <http://portal.uilicensing.com/index.cfm/licensee/list>)
2. Obtain mock-up of merchandise from vendor
3. Complete it Trademark Licensing Form (<https://uilicensing.com/wp-content/uploads/sites/2/2018/10/Student-Organization-Application-Agreement-.pdf>) and submit it along with artwork mock up to [U of I Trademark Licensing](#).
4. Send approved Trademark Licensing Form and mock-up to [External Relations](#) office for final approval.
5. Only when steps 1-4 are completed is advertising for a sale permitted to begin

## LOGOS

- Logo color options – black or gold (PM116)
- Vendors are not permitted to make any changes (color, configuration, spacing) to logos.
- Approved logos are available on the [College of Pharmacy website](#).



Please contact [Kayla Sanders](#) with any requests.

**IOWA<sup>TM</sup>**  

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**PHARMACY**