

# DISPLAY ITEMS GUIDE

OFFICE OF UNIVERSITY COMMUNICATIONS



THE UNIVERSITY OF  
SOUTHERN  
MISSISSIPPI®

Display items are defined as products used to identify an exhibit space representing the university or a specific university unit, academic area or program at a conference or recruitment event. Common examples of display items include tablecloths, banners, tabletop displays or tents.

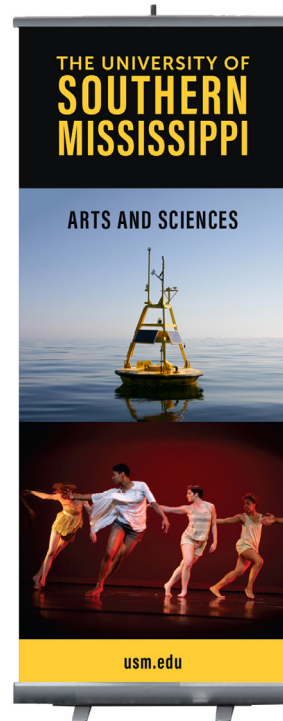
Artwork must be approved by UC before display items are produced. Artwork for review should be emailed to [universitycommunications@usm.edu](mailto:universitycommunications@usm.edu).

All display items paid for with university funds must be imprinted with the university name (The University of Southern Mississippi, Southern Miss or USM). The University Logo is not required to appear on display items.

**Academic units ordering display items for student recruitment purposes (e.g., Black and Gold Day) must select standardized colors, fonts and layout options similar to the examples shown in this guide.**

**In addition to templates included in the Display Items Toolkit, other layout options can be designed by University Communications by submitting a [Project Proposal](#).**

BANNER



TABLETOP  
BANNER



TABLECLOTH

# DISPLAY ITEM IMPRINT TEMPLATES

## SUGGESTED USE

tablecloth, tent, vinyl banner

## RECOMMENDED FONTS FOR UNIT/PROGRAM NAMES

Good Headline Pro Wide News **OR** Gotham Book

Basic Imprint

**THE UNIVERSITY OF SOUTHERN MISSISSIPPI**

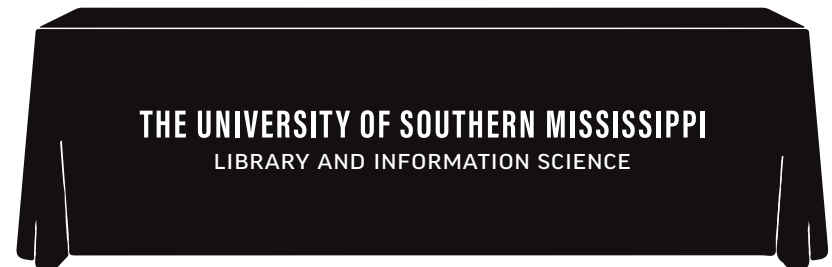
Sample



Basic Imprint + Unit/Program Name

**THE UNIVERSITY OF SOUTHERN MISSISSIPPI**  
CONSTRUCTION AND DESIGN

Sample



Files for the templates shown here are available in the Display Items Toolkit and can be used by your vendor to set up imprint files for tablecloths or tents.

In addition to templates included in the Display Items Toolkit, layout options for banners and other display items can be designed by University Communications by submitting a [Project Proposal](#).

# STEPS FOR ORDERING DISPLAY ITEMS

☐ **Select a vendor.** Be prepared to discuss the following items with your vendor.

- What item you would like to order and the quantity needed
- The imprint size and color options for this item
- What artwork or text you want imprinted on your item
- Pricing
- Production time

☐ **Have your artwork prepared.**

- In most cases, the vendor can design the artwork for your item. Be sure to reference the guidelines set forth in this guide when working with your vendor to develop artwork.
- If you need assistance from UC in preparing your artwork, submit a [Project Proposal](#). Note that you will still be responsible for facilitating your own order and communicating with the vendor of your choice.

☐ **Receive approval from UC.** All display items require approval from the Office of University Communications prior to being produced.

- If your vendor created the artwork, the vendor will provide you with a digital proof. Email this proof to [universitycommunications@usm.edu](mailto:universitycommunications@usm.edu) for approval.
- If UC created the artwork, your item will automatically be approved, but you will still need an official approval email to provide to Procurement Services. Email the artwork that you received from the designer at UC to [universitycommunications@usm.edu](mailto:universitycommunications@usm.edu) for official approval.

☐ **Place your order.** Be sure to follow all policies and procedures set forth by Procurement Services.

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