Promotional items are defined as usable products or “giveaways” that are intended to advertise or promote either the university as a whole or a specific university unit, academic area, program, initiative or event. Common examples of promotional items include pens, pencils, T-shirts, cups and beverage tumblers. Traditional printed materials such as posters, brochures and booklets are not considered promotional items.

Artwork must be approved by UC before promotional items are produced. Artwork for review should be emailed to universitycommunications@usm.edu.

All promotional 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 promotional items.

**Academic units ordering promotional 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 Promotional Items Toolkit, other layout options can be designed by University Communications by submitting a [Project Proposal](#).
PROMOTIONAL ITEM IMPRINT TEMPLATES

TEMPLATE #1

SUGGESTED USE
- cup, drink tumbler, T-shirt, coffee mug,
- backpack, cellphone wallet, sticker

RECOMMENDED FONTS FOR UNIT/PROGRAM NAMES
- Good Headline Pro Condensed Book
- OR Gotham Condensed Book

Basic Imprint

THE UNIVERSITY OF SOUTHERN MISSISSIPPI

Basic Imprint + Unit/Program Name

THE UNIVERSITY OF SOUTHERN MISSISSIPPI
Kinesiology and Nutrition

Sample

THE UNIVERSITY OF SOUTHERN MISSISSIPPI

Have vendor add a horizontal line underneath the basic imprint before adding unit/program name.

Files for the templates shown in this guide are available in the Promotional Items Toolkit and can be used by your vendor to set up imprint files for the items you would like to order.
**TEMPLATE #2**

<table>
<thead>
<tr>
<th>Basic Imprint</th>
<th>Basic Imprint + Unit/Program Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>SOUTHERN MISS</td>
<td>SOUTHERN MISS Speech and Hearing Sciences</td>
</tr>
</tbody>
</table>

Sample

- **SOUTHERN MISS**
- Ocean Science and Engineering

**SUGGESTED USE**
ink pen, pencil, power bank, flashdrive, sunglasses, keychain

**RECOMMENDED FONTS FOR UNIT/PROGRAM NAMES**
Good Headline Pro Condensed Book
OR Gotham Condensed Book

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**TEMPLATE #3**

<table>
<thead>
<tr>
<th>Basic Imprint + Unit/Program Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>SOUTHERN MISS</td>
</tr>
</tbody>
</table>

Sample

- Imprint template #3 must always be paired with a unit/program name.
STEPS FOR ORDERING PROMOTIONAL 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 promotional 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 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 for official approval.

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