University at Buffalo

Branded Face Mask Guidelines & Requirements for Internal and Retail Use

At the onset of the 2019 corona virus pandemic, UB restricted branded personal protection equipment (PPE), in particularly face masks. This decision was reached based on the grave shortage of PPE at the onset of the pandemic. Other considerations involved the speed of production, liability, cost factor, and the PR implications – all of which could have had a negative impact on sourcing any PPE. With students and staff now returning to the campus, UB has decided to allow branded face masks but with additional labeling/manufacturing guidelines and stringent branding requirements.

The following guidelines and requirements are intended for collegiate licensed vendors (licensees) sourcing masks as well as our retail and internal customers placing face mask orders.

UB Branded Face Mask Guidelines and Requirements

I. Quality and Labeling:

A. Type of face masks allowed:
- While any style/cut of face cover is allowed, they must adhere to the following criteria to be acceptable (based upon CDC recommendations):

1. They must fit snugly (but comfortably) against face.
2. They must be secured with ties or ear loops.
3. They must include at least 2 layers of fabric (a replaceable filter is not considered a layer of fabric but can be added for a 3rd layer).
4. They must allow for breathing without restriction.
5. They must be washable without overall damage or change in shape.
6. When held up to a light source, the mask should block the light almost completely.

B. All face masks must be reusable and washable.
- Branded disposable face masks are prohibited.

C. PRODUCT LABELING: Face masks must have specific labels that state masks are not FDA approved for medical use.
- In addition, products must follow label requirements per the U.S. Food and Drug Administration (FDA) Emergency Use Authorization (EUA) memo dated April 24, 2020:

1. The product is labeled accurately to describe the product as a face mask and includes a list of the body contacting materials (which does not include any drugs or biologics);
2. The product is labeled accurately so that it does not claim to be intended for use as a surgical mask or to provide liquid barrier protection;
3. The product labeling includes recommendations against use in a clinical setting where the infection risk level through inhalation exposure is high;
4. The product is not labeled in such a manner that would misrepresent the product's intended use; for example, the labeling must not state or imply that the product is intended for antimicrobial or antiviral protection or related uses or is for use such as infection prevention or reduction;

5. The product is not labeled as a respiratory protective device, and therefore should not be used for particulate filtration;
6. The product is not labeled for use in high risk aerosol generating procedures; and
7. The packaging and/or label must also include that face masks do not replace the need to social distance, good handwashing techniques, staying home if ill, and practicing overall good health hygiene practices.

D. Additional requirements from University at Buffalo - Environment, Health and Safety:
   1. If impermeable ink/material is used for the logo then it should be printed on the mask in a way that does not obstruct the air pathway in front of the mouth and nose.
   2. All residues from fabric treatment and chemicals used in sizing should be removed from the product.
   3. The logo should be applied to the product so that the logo material does not bleed through the fabric layers presenting a harsh texture that could irritate the skin of the wearer.
   4. The product logo material must not contain cadmium, lead, mercury, or other heavy metals.
   5. The product label should declare if it contains Bisphenol A (BPA), formaldehyde, per-and polyfluorinated substances (PFAS), phthalates, polybrominated diphenyl ethers (PBDEs), polybrominated biphenyls (PBBs), fire retardants, carcinogens or sensitizer chemicals and if wash and wear would release the compound(s).

E. Vendor/Licensee requirement: All product requests through UB's licensing agent will require submission of a pre-production product sample with final packaging and labeling to check for adherence to above guidelines and overall quality.

F. All marketing messaging must follow all guidelines stated above as well as disclosing labeling information on all sales materials in print and digital formats.

II. Branding:

A. Permitted logos/trademarks:
   1. University master mark – stacked version only without SUNY modifier
   2. Interlocking UB logo (only when used with appropriate secondary reference)
   3. University spirit mark (bull head) (only when used with appropriate secondary reference)
   4. Athletic primary stacked mark (only available to the Athletics department for internal use, and in retail)
   5. #UBUFFALO hashtag (registered mark)

B. Logos/trademarks **NOT permitted**:
   1. Brand extensions, unit lock ups, UB club names, etc., used by internal customers (UB schools, departments, units, programs, student groups, etc.)
   2. Inclusion of other graphics ("Stay 6' away" – "If you can hear me, you're too close" – "Back Off!", etc.)

C. Permitted layouts:
   1. Step and repeat
   2. Large center format (must adhere to section I, item D, #1 above)
   3. One-sided format
   4. Two-sided format

D. Layouts **NOT permitted**:
   1. Co-branded layouts (using UB logos with other's logos – this includes official UB sponsors)
   2. Any additional custom layout other than the approved layouts attached

E. Additional layout guidelines:
   1. Choice of layout is dependent on style of mask purchased. For example, the step and repeat or one-sided pattern would be most appropriate for a duck bill mask with a center seam. Using a large centered logo on this type of mask will interfere with the aesthetic of the logo.
   2. Not all layouts will be allowed for use on all styles of facemasks.
   3. Once produced, artwork should not appear distorted or become illegible when worn.
   4. If impermeable ink/material is used to print artwork on the mask, large centered logo layouts will not be allowed.

F. **NOTICE:** Any deviations from the current brand standards in regards to face masks are made strictly for the sake of this special PPE offering and should not be used as a precedent for future exceptions to UB's branding guidelines for other items.

III. Royalties

Per university policy in regards to trademark usage, all face masks branded with any university mark will incur the current standard royalty fee (12% as of 7/1/20). Exemptions from royalties will not be granted. This is based on the difficulty that internal units would have trying to customize a standard face cover while still following branding guidelines and clear space rules, and would impact the turnaround time for artwork approvals.

IV. Effective date

The above guidelines and requirements shall remain in effect beginning July 1, 2020 until further notice.

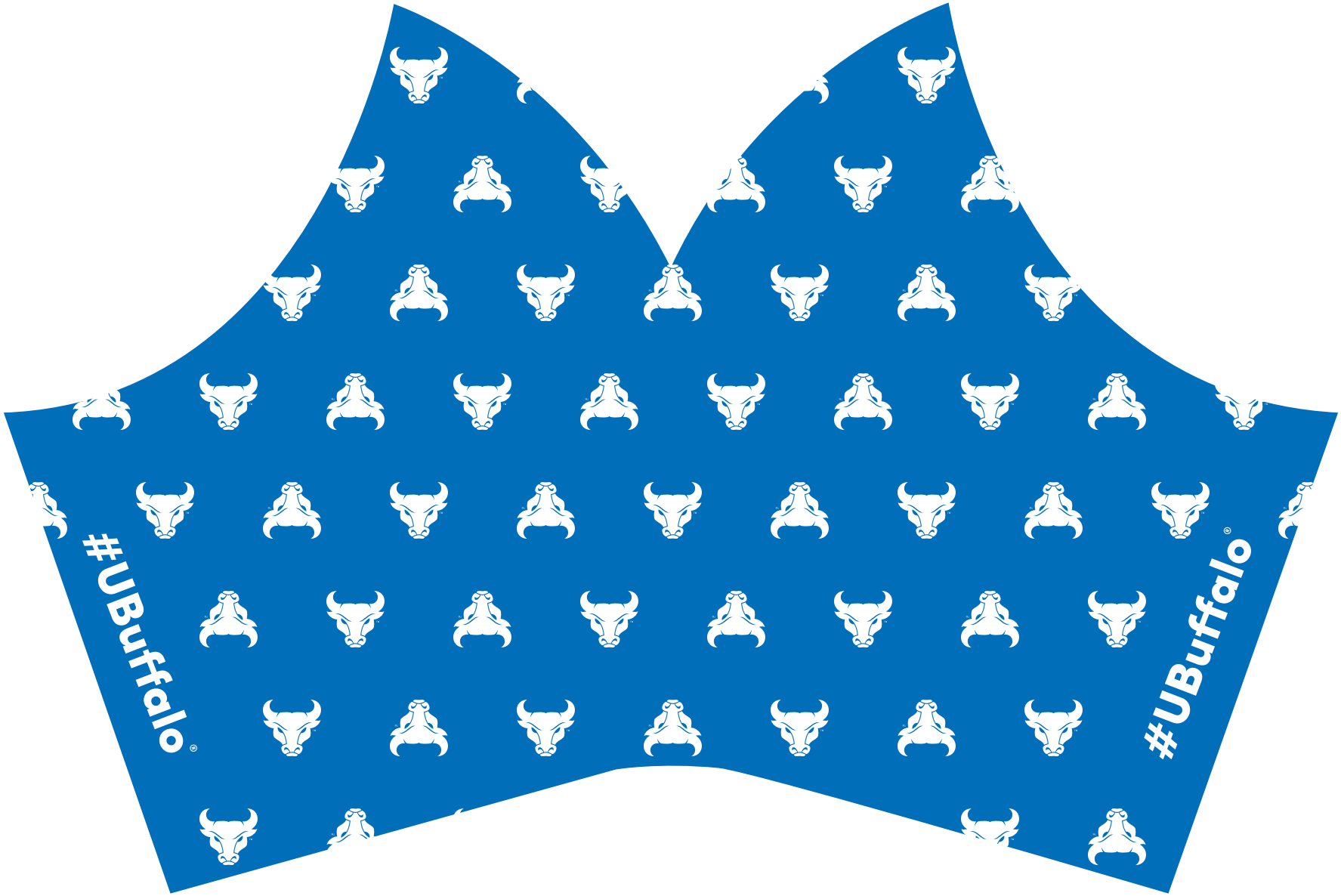
Questions - Contact Cynthia Todd, Director of UB Trademarks and Licensing at ctodd@buffalo.edu

UB LOGOS AND FACE MASK DESIGN

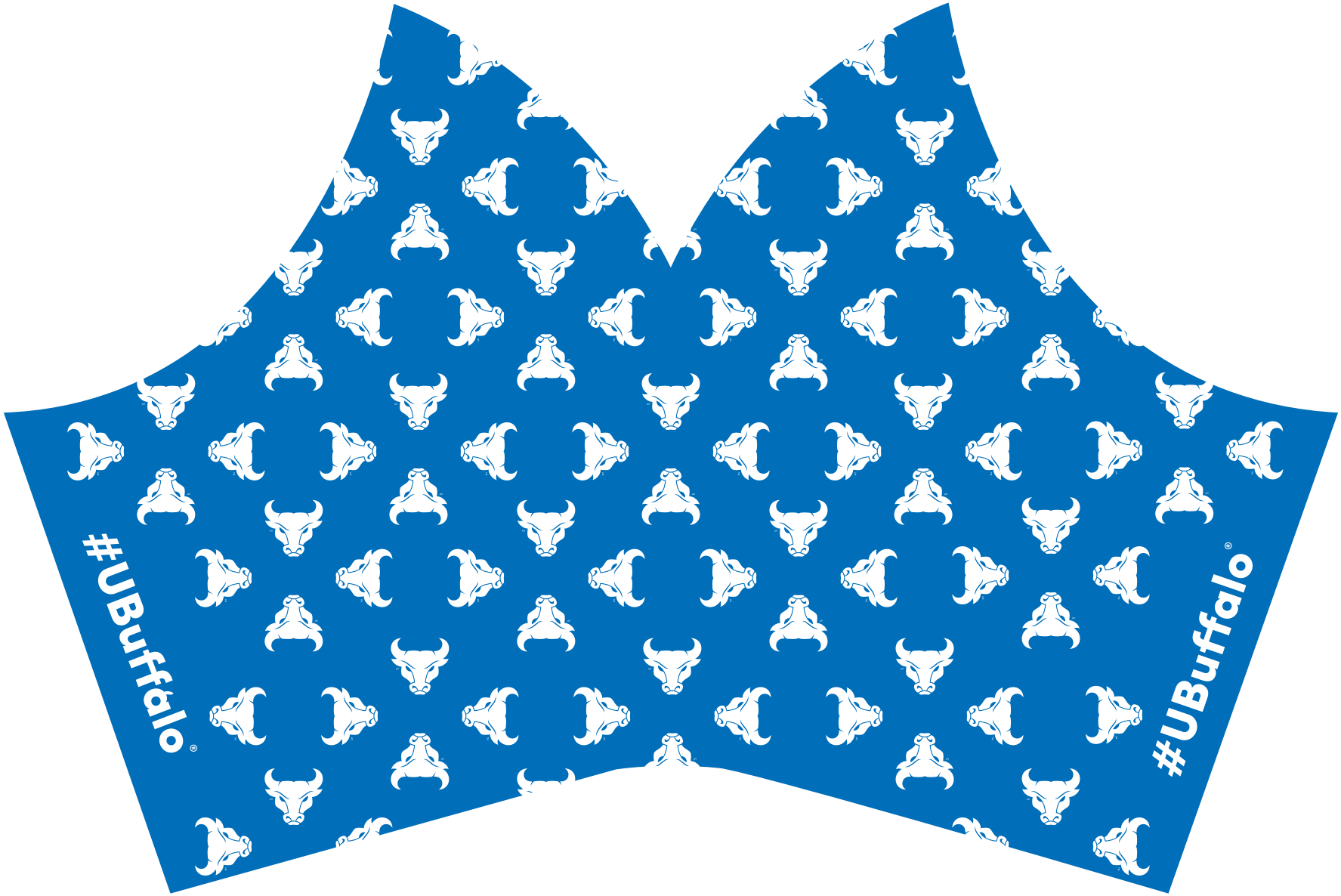
All artwork layouts must be appropriately matched to style of face mask and some restrictions may apply depending on type of application.

Layouts are subject to change.

STEP AND REPEAT PATTERNS



Template provides *suggested* pattern of step and repeat design
in accordance with current clear space guidelines.



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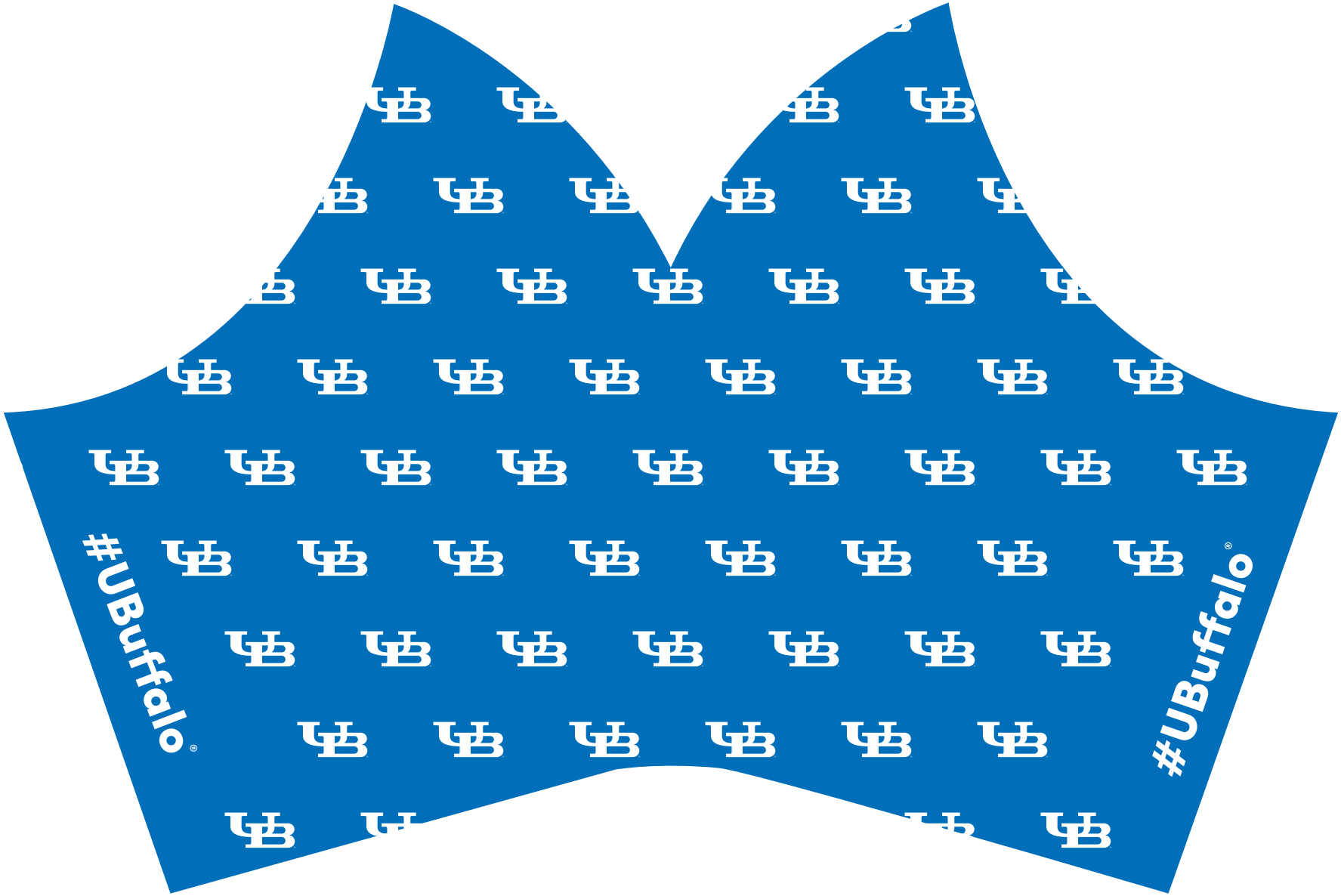

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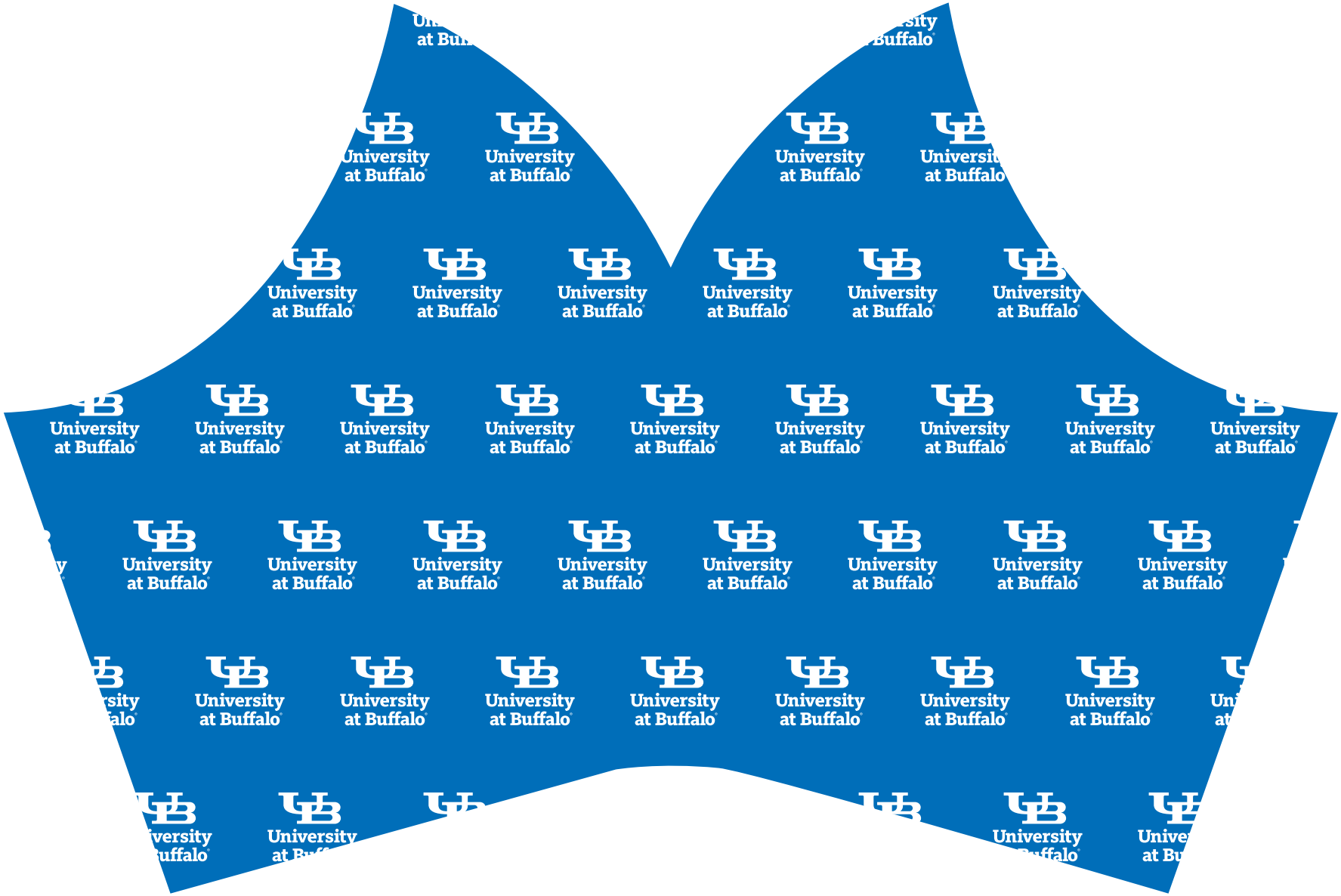

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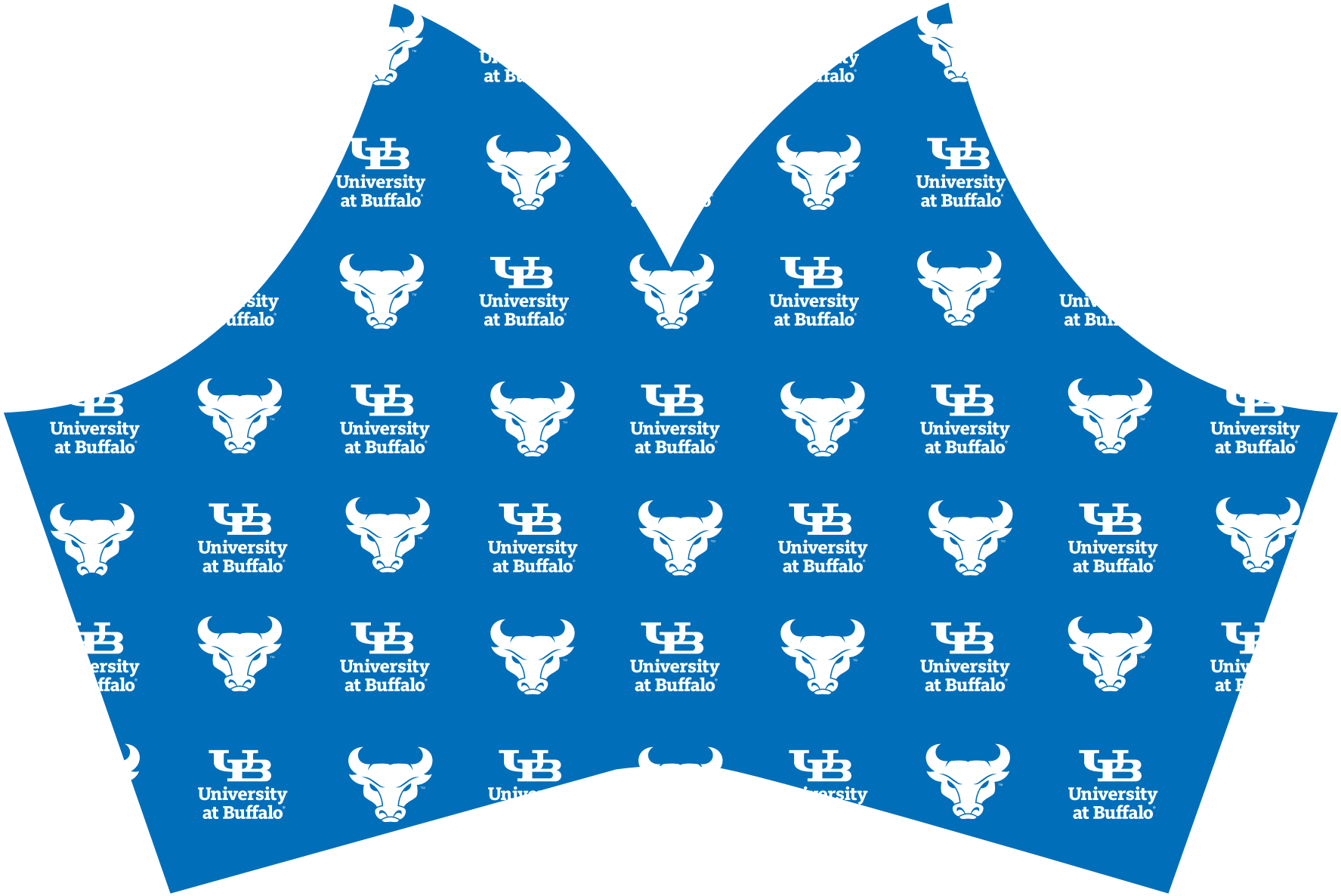

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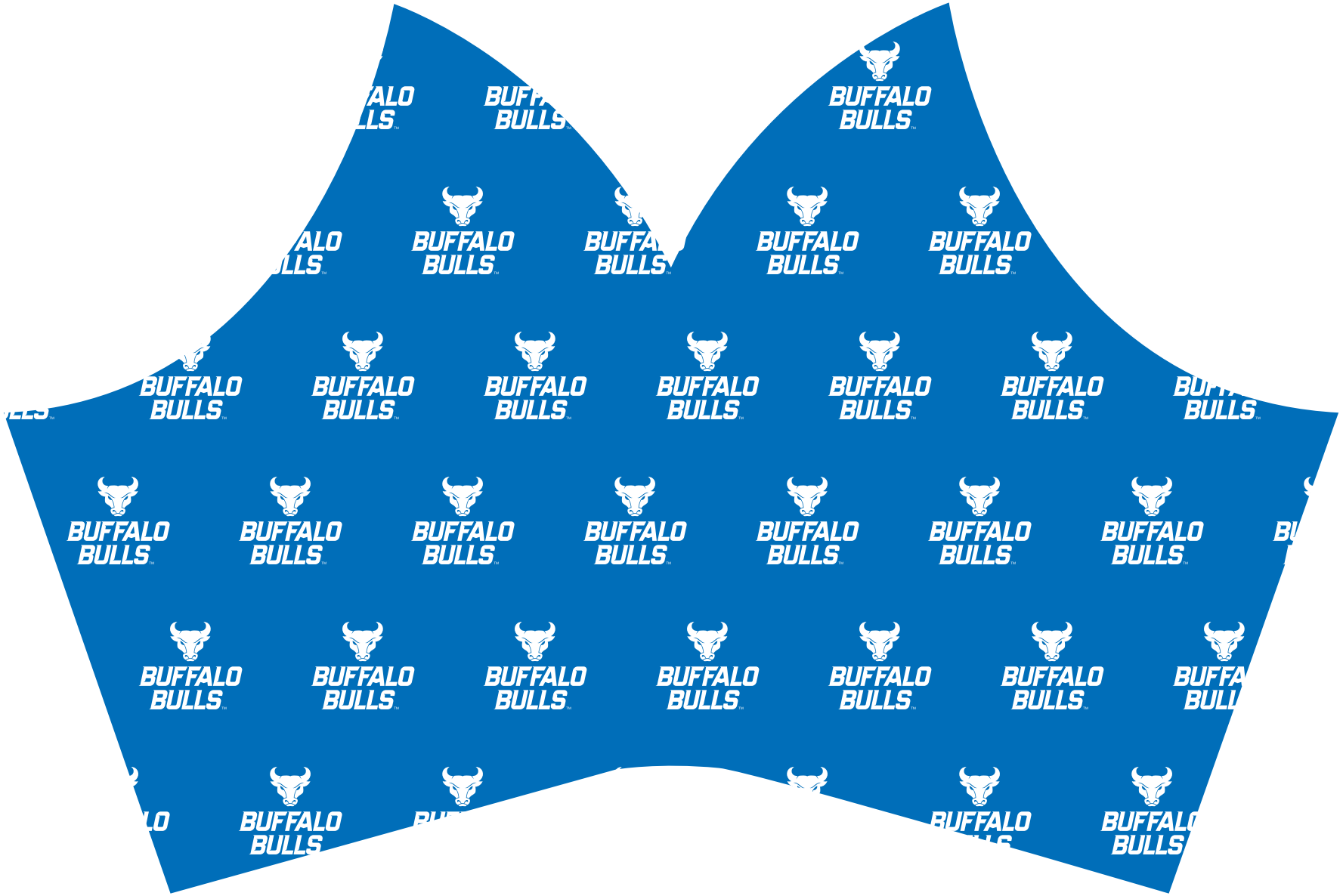

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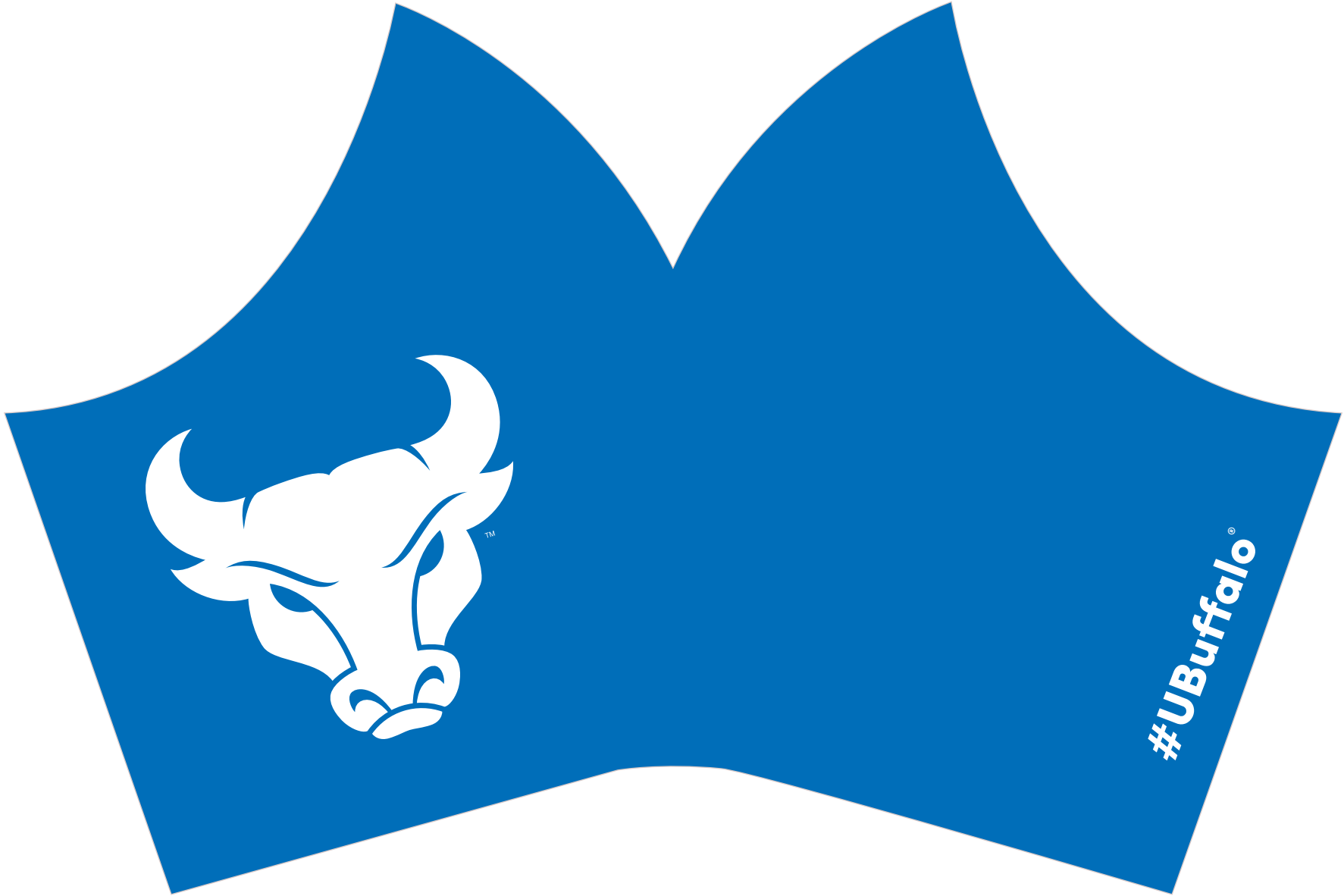
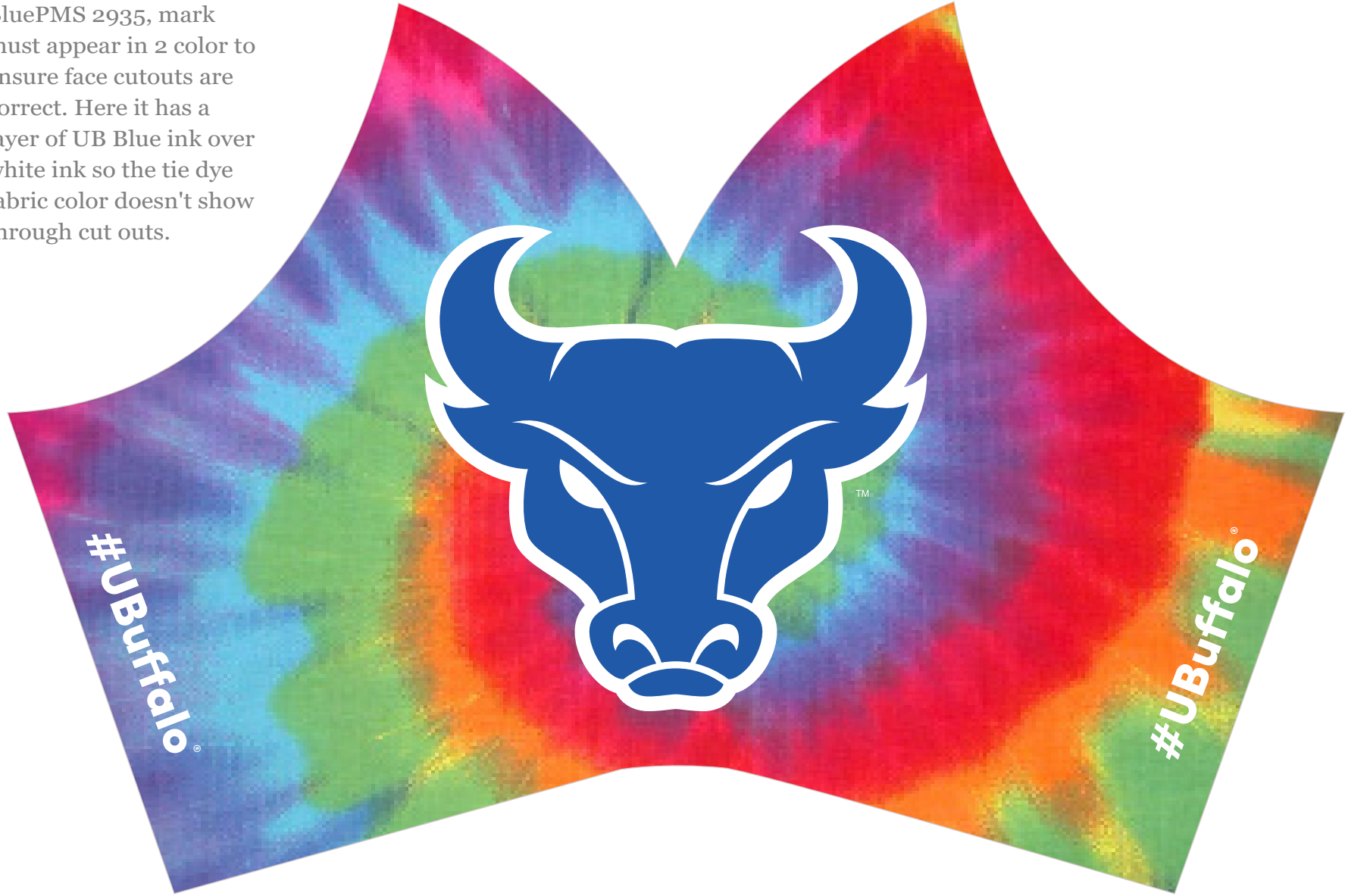
SINGLE LOGO DESIGNS

Large center logos may not be allowed depending on ink/material used and where seams appear on mask.


#UBuffalo

If spirit mark is placed over fabric other than a white, black, or UB BluePMS 2935, mark must appear in 2 color to ensure face cutouts are correct. Here it has a layer of UB Blue ink over white ink so the tie dye fabric color doesn't show through cut outs.



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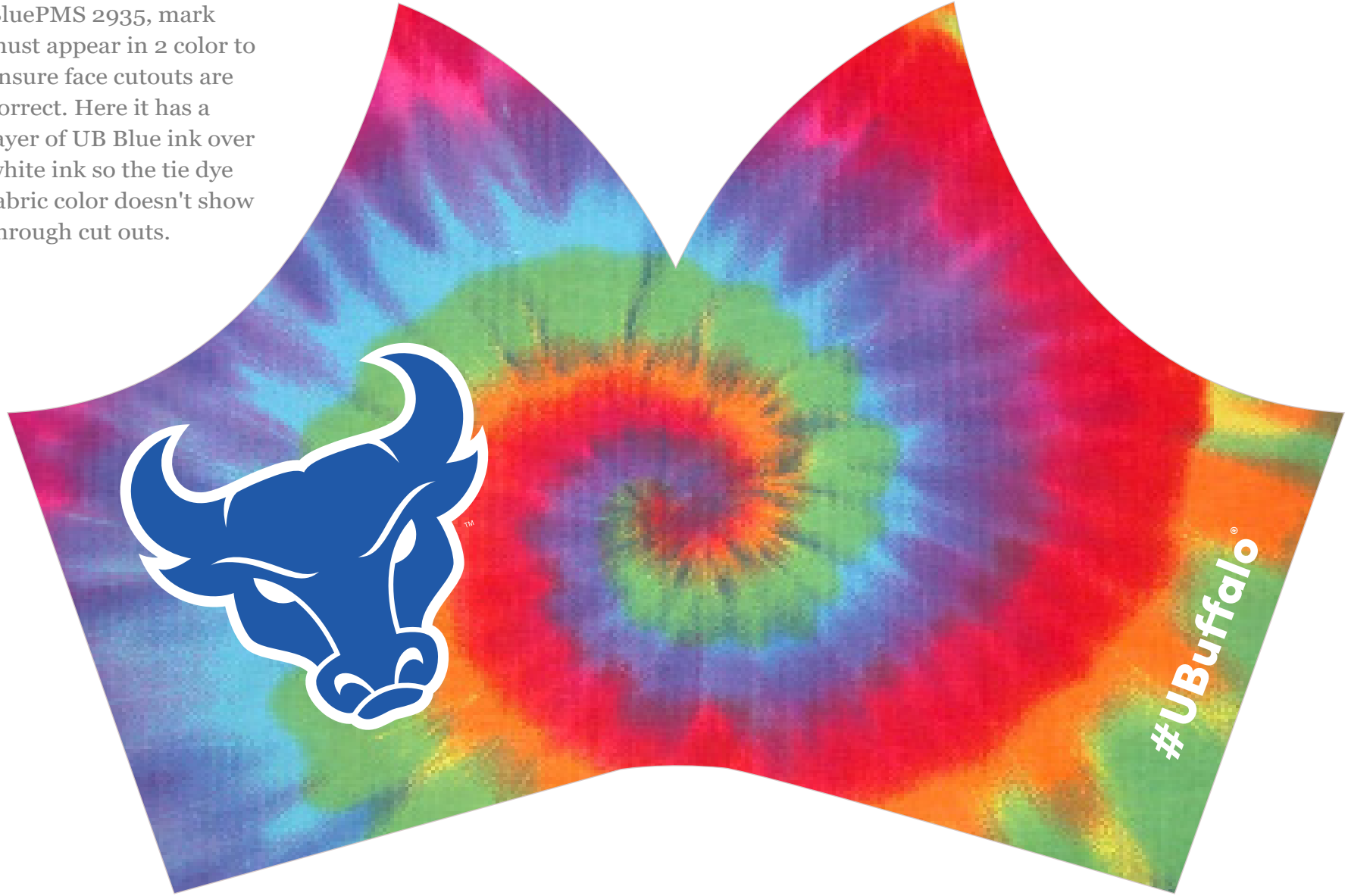

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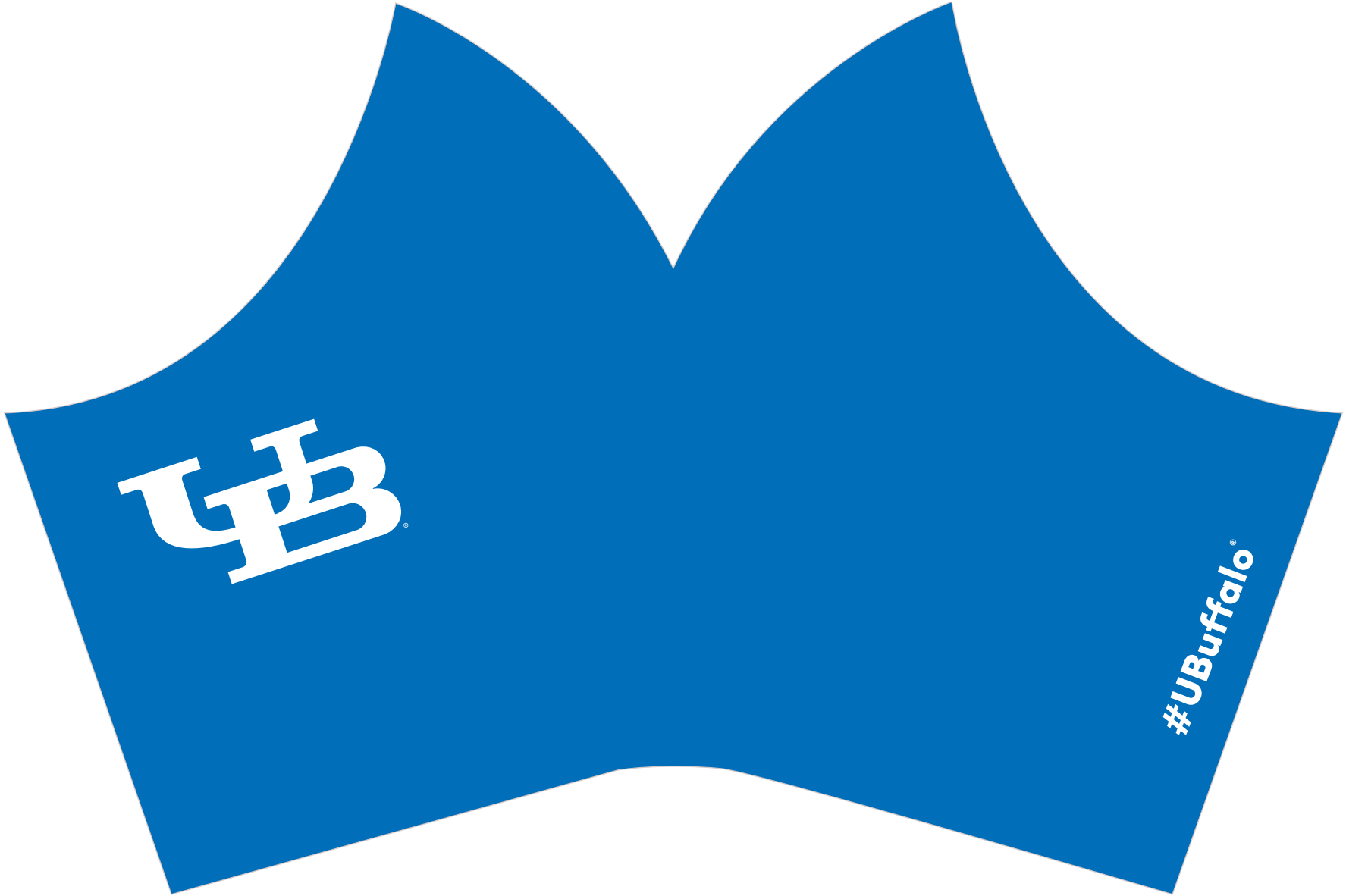
#UBuffalo®

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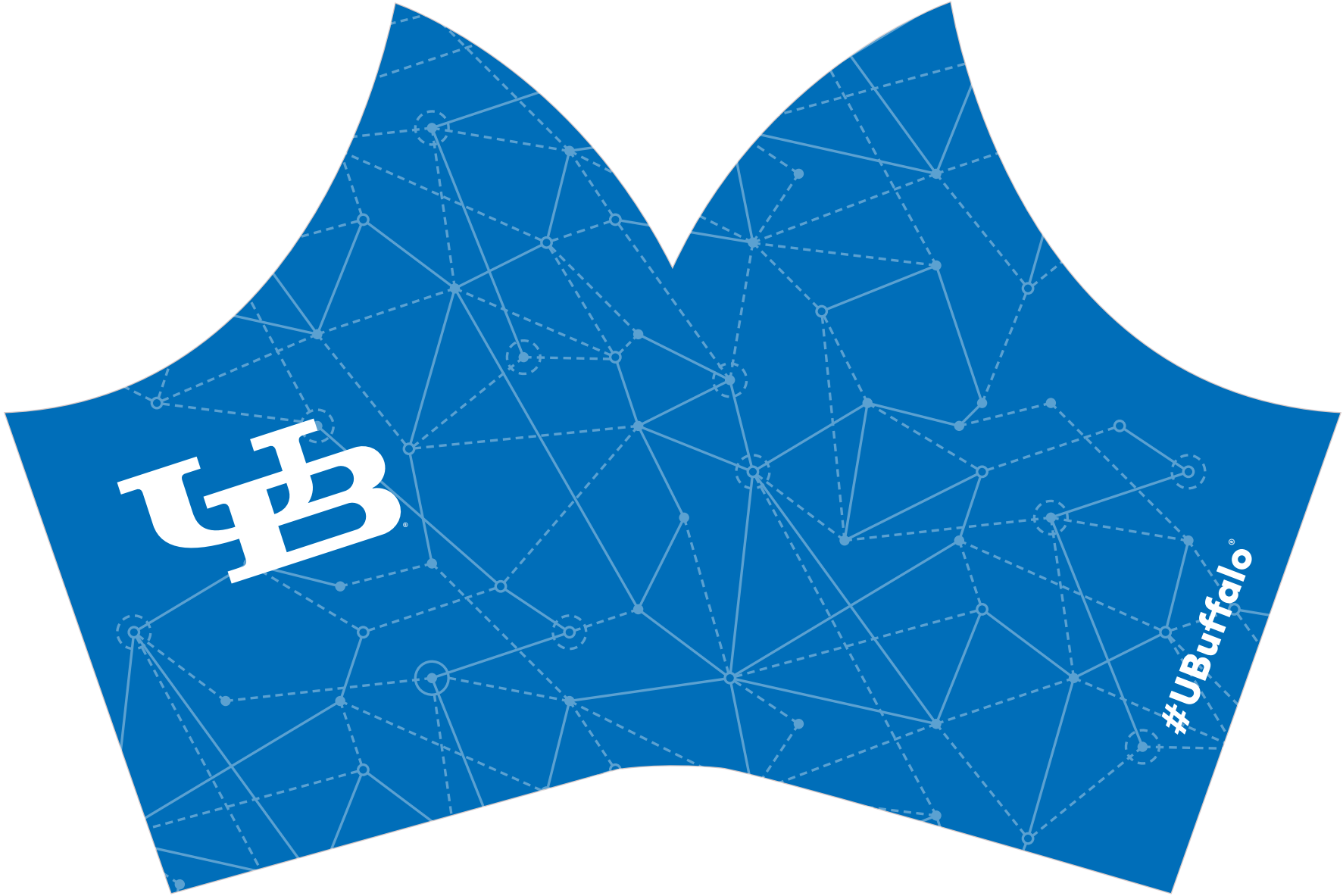
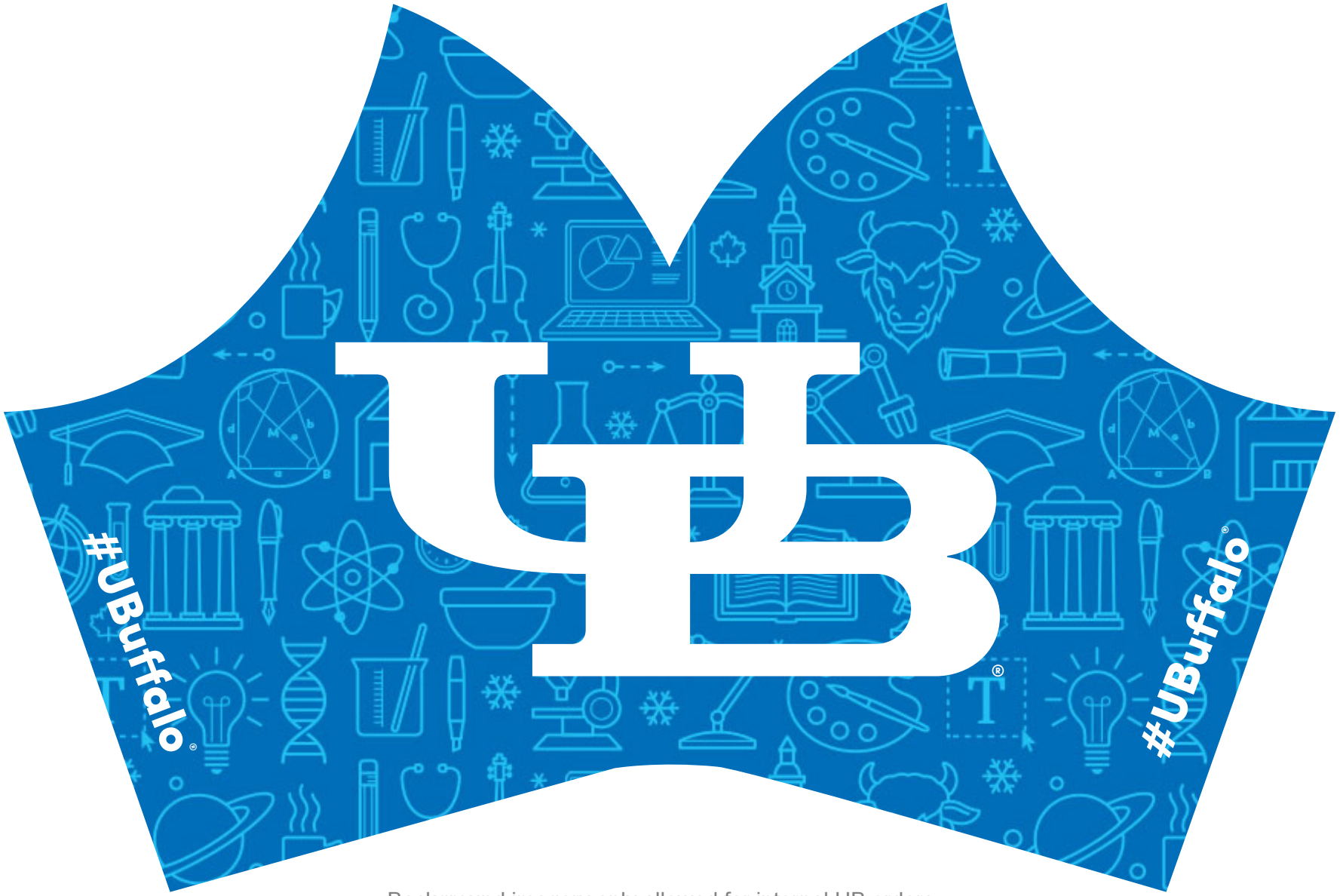

#UBuffalo®



Background imagery only allowed for internal UB orders.

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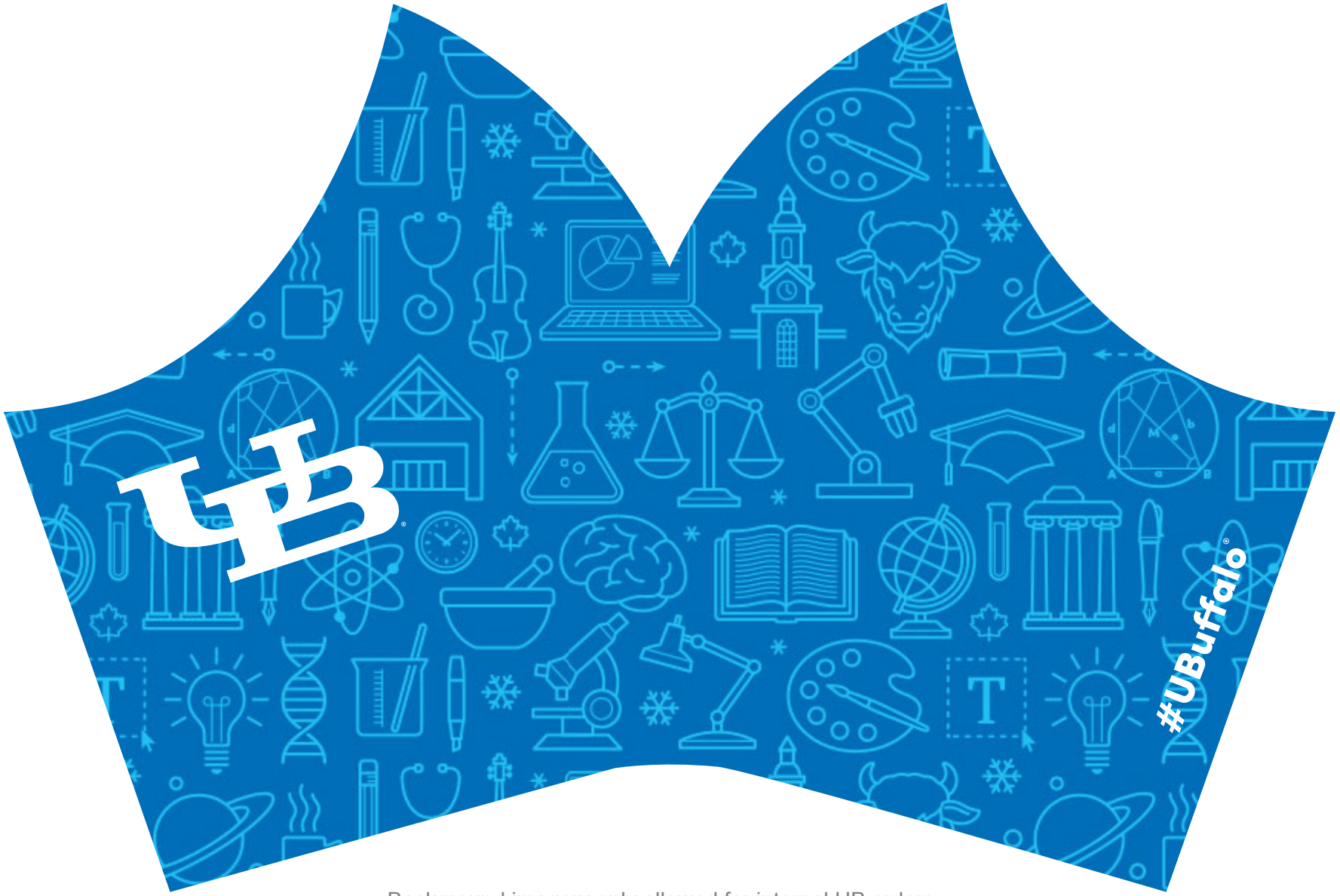

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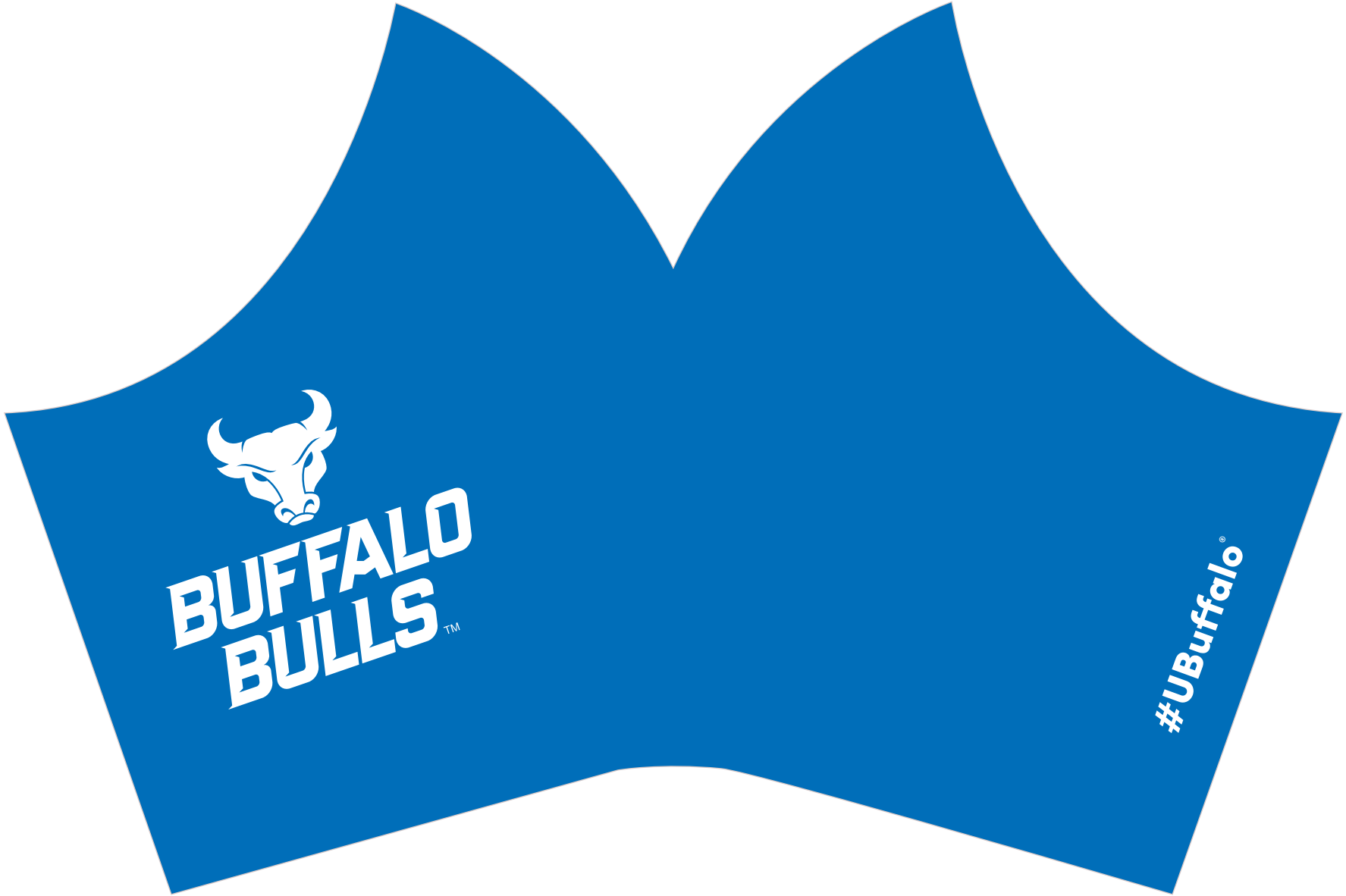
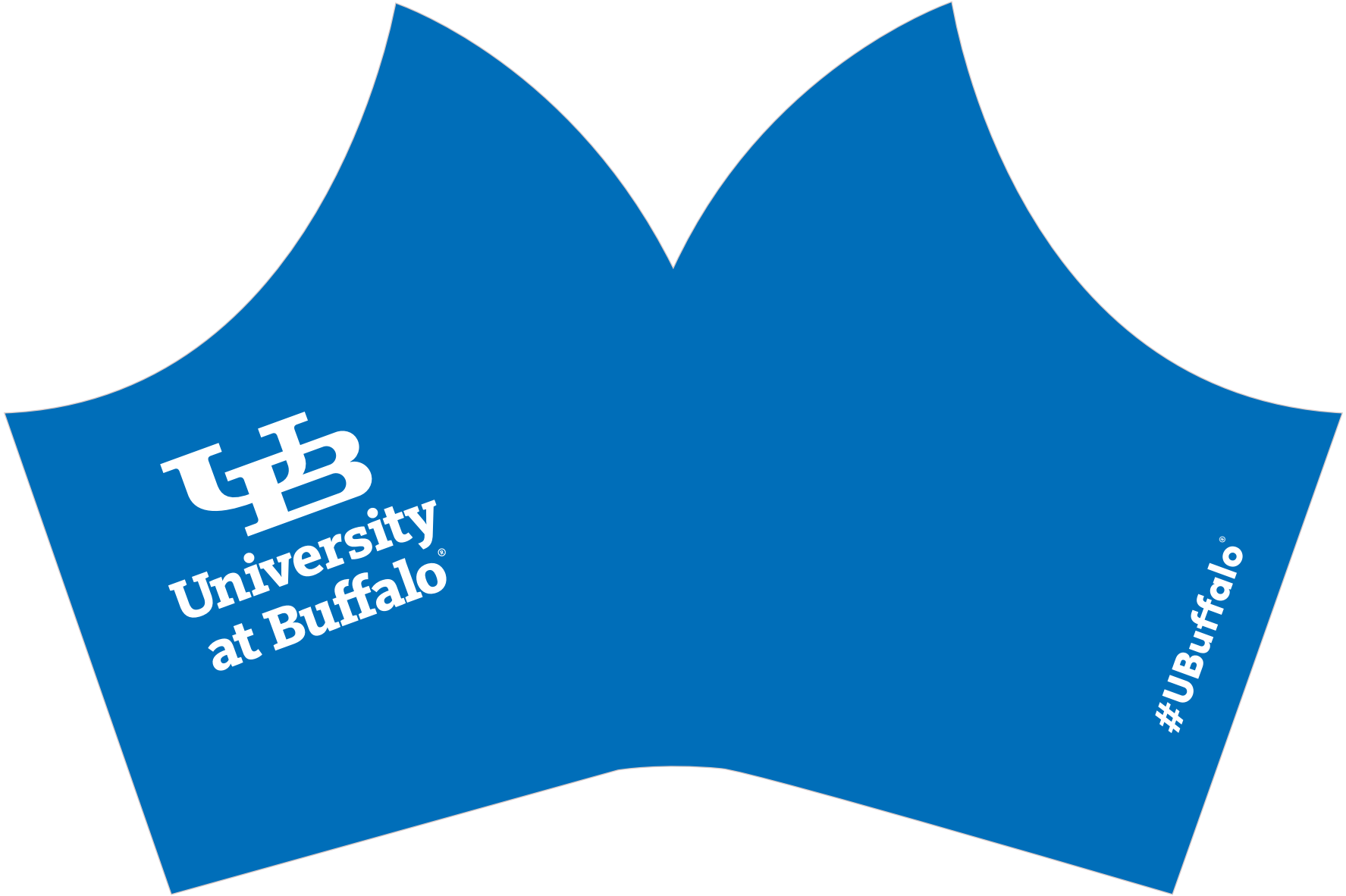
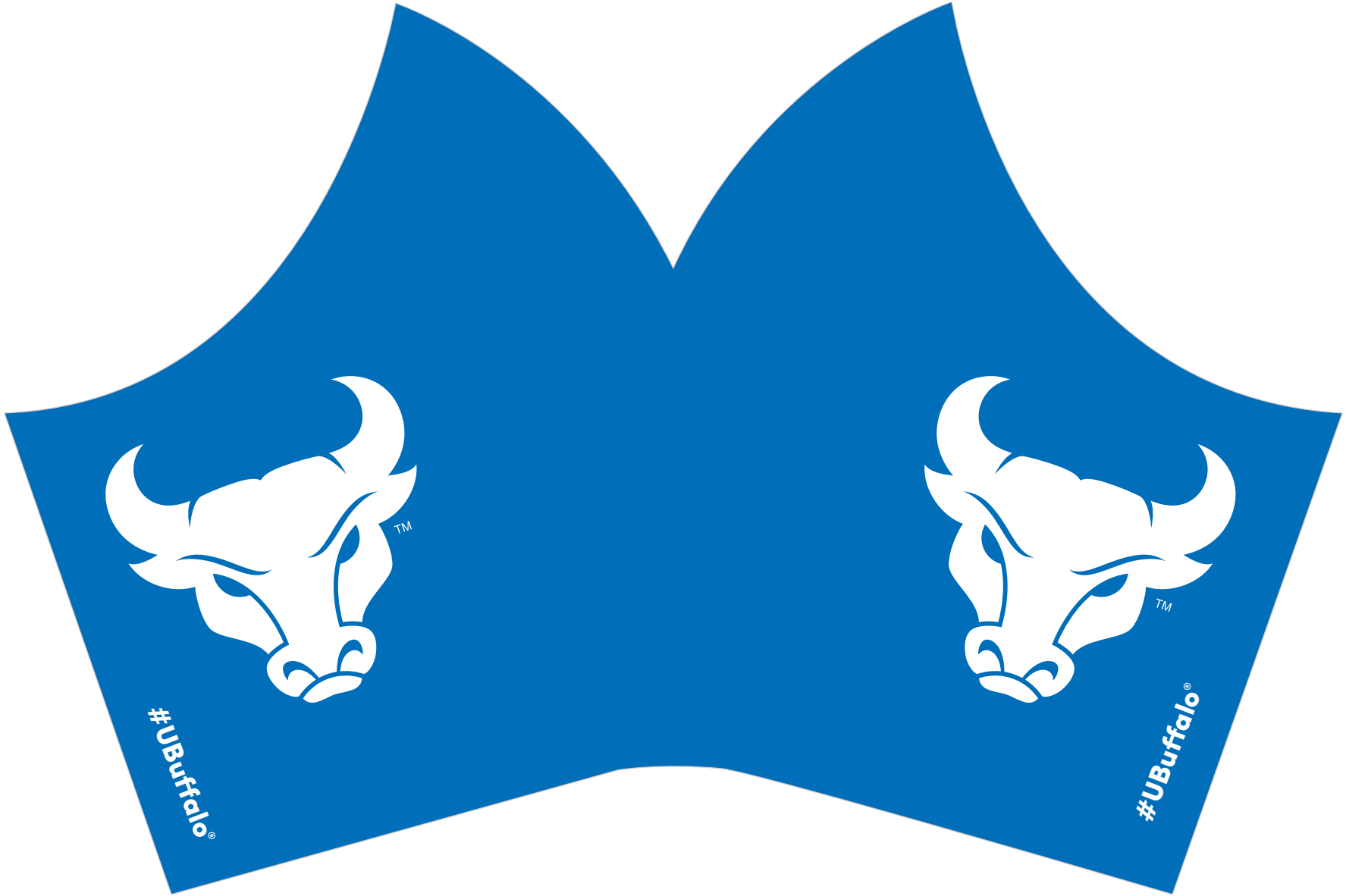

BUFFALO
BULLS™
#UBuffalo®


University at Buffalo®
#UBuffalo®

DOUBLE LOGO


#UBuffalo®
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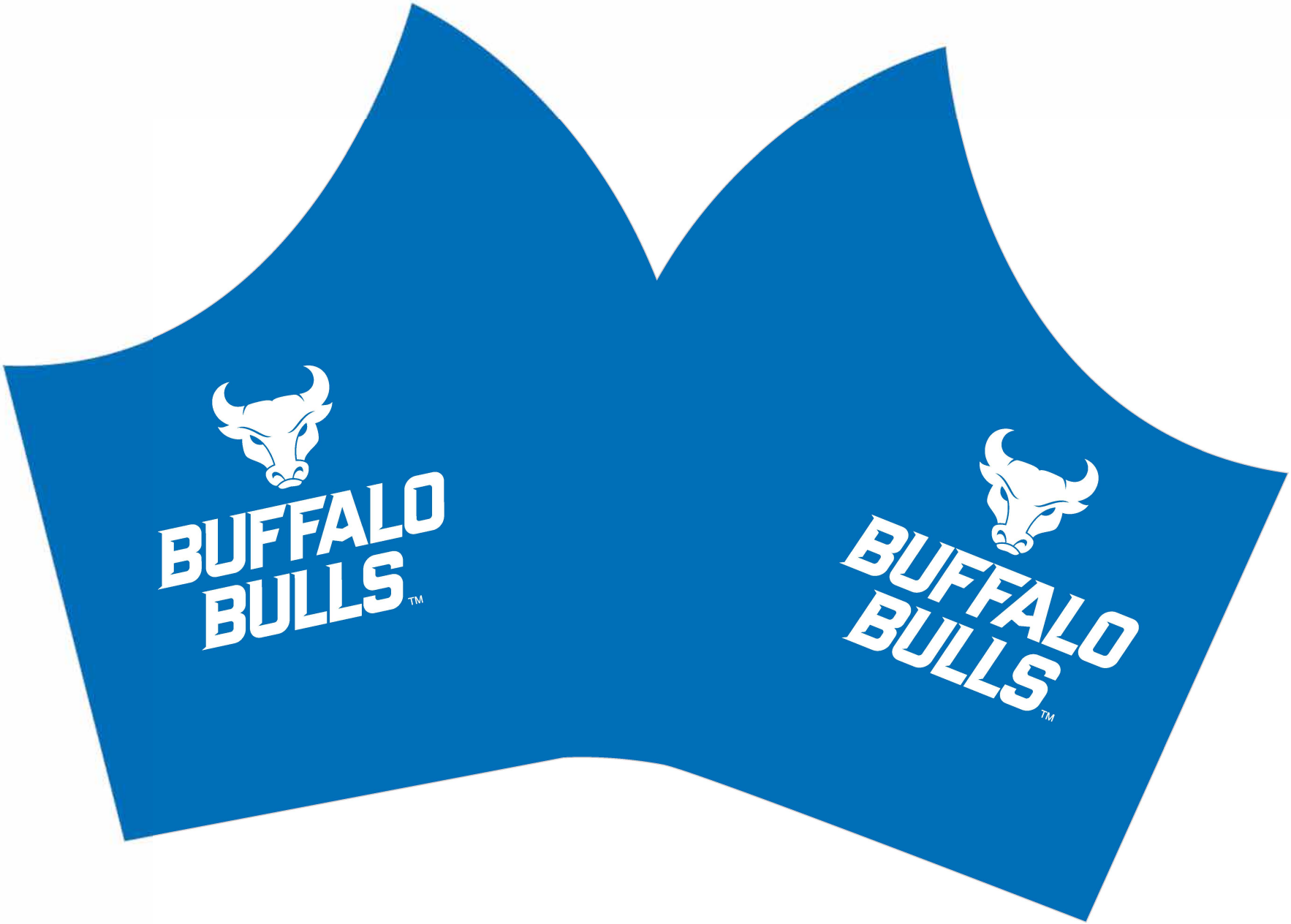
BUFFALO
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Direct questions to Cynthia Todd,
Director of UB Trademarks and Licensing
ctodd@buffalo.edu

Rev. 07/01/20

UB Trademarks/Logos Allowed for Face Mask Use

Rev. July 1, 2020