

# UB TRADEMARKS AND BRAND GUIDANCE: SELECTING THE RIGHT MERCHANDISE

**Chloe Milbrand**

*Brand Specialist*

University Communications



# Overview

## Ordering Merchandise

- Design
- Common Mistakes
- Ordering Process
- Helpful Links

## Selecting the Right SWAG

- What is Branded Merchandise?
- Strategic Considerations
- Climate Action Plan
- Sustainable Swag Hierarchy
- Helpful Tips
- Resources

# ORDERING MERCHANDISE



# Design

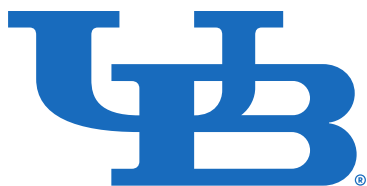
Does your item require design assistance?

1. [Senior Communicator](#)
2. [Prequalified Creative Service Vendors](#)



## Common Mistakes

- Alterations to marks are prohibited
- Clear space guidelines
- Secondary reference requirements



★ TML is available to help! [UBTrademarks@buffalo.edu](mailto:UBTrademarks@buffalo.edu)

# Merchandise Ordering Process

## Find a Vendor

You must use a UB licensed vendor for your product.

[Vendor's List](#)

## Vendor Creates Proof

The vendor creates a proof of your product with your design.

## Get TML Approval

The vendor will submit the proof to TML for approval. Your artwork will be approved or rejected.

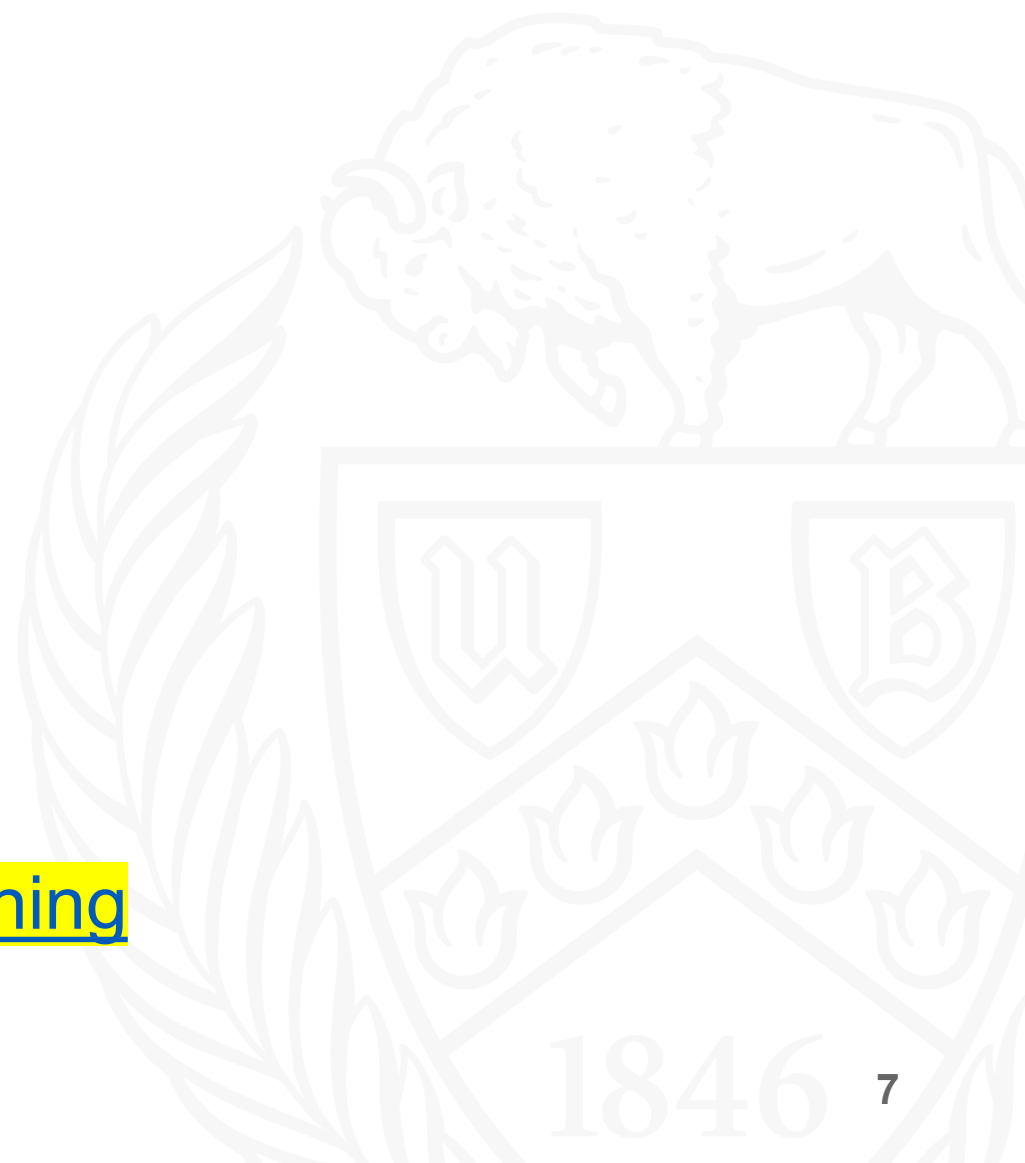
## Produce

Once approved by TML, you can now produce your product.

\*If rejected, you will be notified of corrections. The revised proof will then be resubmitted.

# Helpful Links

- General Brand Site
  - True Blue Assets & Guidelines
  - Designing and Ordering Promotional Items
  - Clear Space Rules
  - UB Logo and Marks
  - UB Internal Licensed Vendors List
- Self-Guided Merchandise Ordering Training





# SELECTING THE RIGHT **SWAG**

*“Stuff We All Get”*





# What is Branded Merchandise?

## NOT A GIVEAWAY, BUT A...

- Conversation starter
- Engagement tool
- Reflection of appreciation
- Brand recognition
- School spirit and pride
- Cohesive identity



# A Strategic Part of a Larger Initiative

## Important Considerations:

- What is my desired goal/outcome?
- What is the story?
- Is it necessary?
- How can I make this more sustainable?

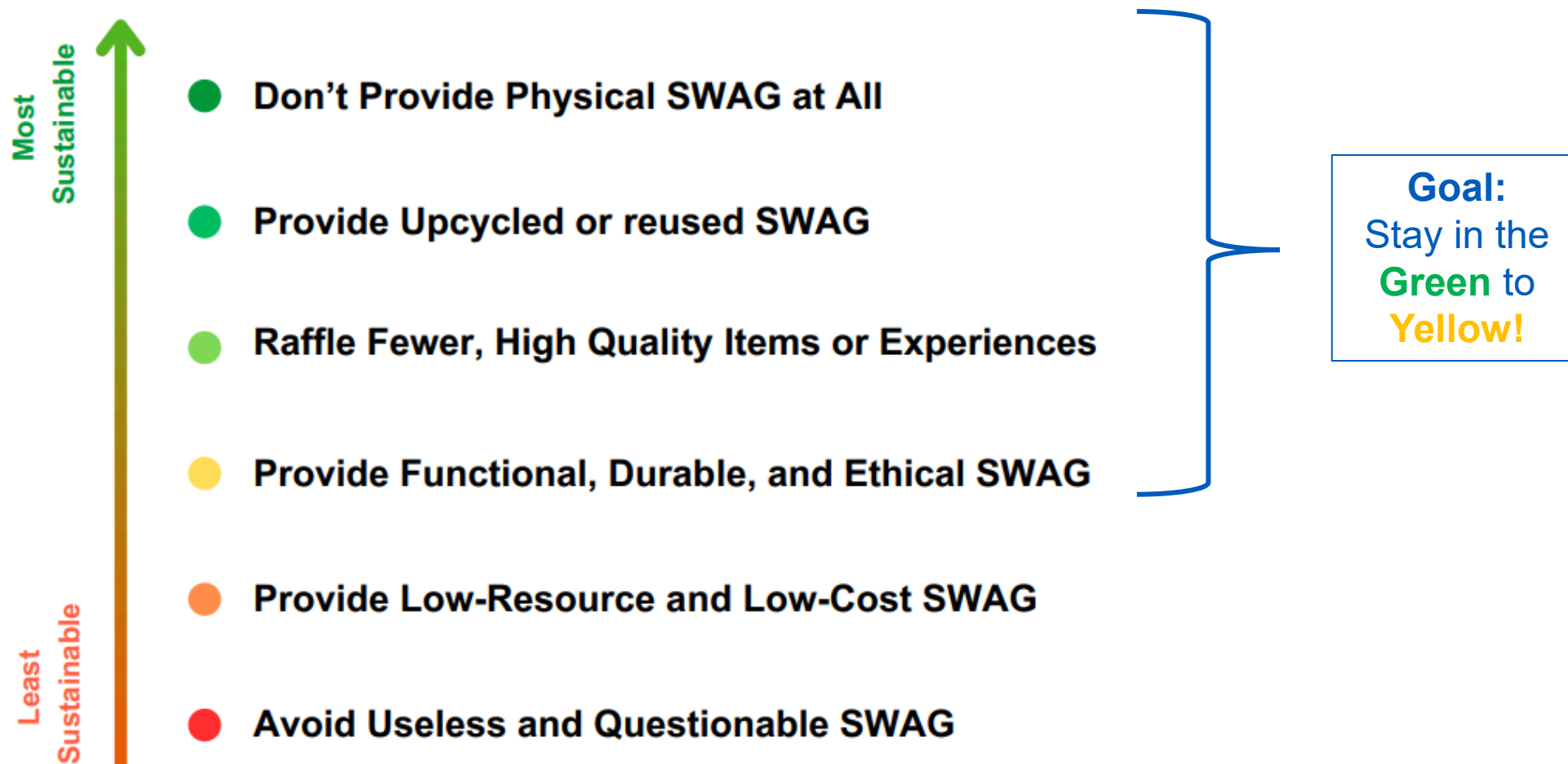


# UB's 10 in 10





# Sustainable SWAG Hierarchy



# Sustainable Swag Hierarchy

## Don't Provide Physical Swag At All

- The most sustainable option
- Question the need for SWAG
- Examples:
  - Raffle off an experience (Cooking Class, Spa Day)
  - Tickets to UB events
  - Food
  - Host a workshop



# Sustainable Swag Hierarchy

## Provide Upcycled or Reused Swag

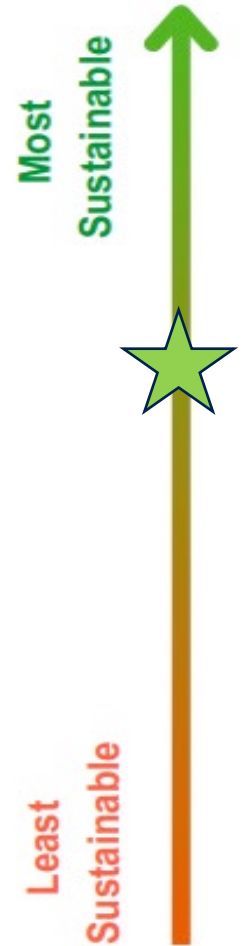
- If you want to provide a physical item, be resourceful
- Buy items already produced by the UB Bookstore or other retailer, instead of purchasing your own
- When appropriate, avoid dates or event details so extras remain reusable



# Sustainable Swag Hierarchy

## Raffle Fewer, High-Quality Items

- Raffle off a few high-quality items instead of providing something to everyone
- A cost-effective way to encourage participation
- Examples:
  - A signed UB Bulls jersey
  - A branded bicycle or scooter
  - A branded houseplant or succulent terrarium

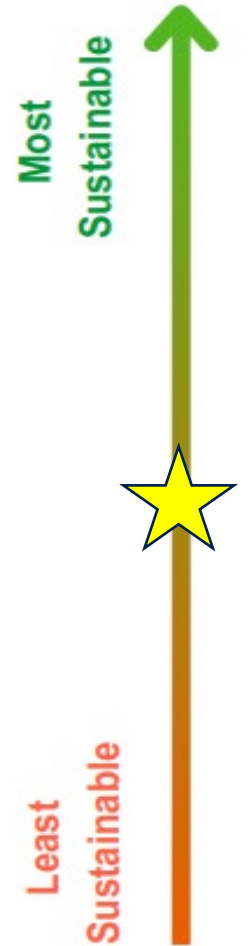




# Sustainable Swag Hierarchy

## Provide Functional, Durable, Local Swag

- If you must provide new and branded SWAG, make it functional, durable and local:
  - **Functional:** stainless steel water bottles, notebooks
  - **Durable:** reusable dining utensils, refillable pens
  - **Local:** our [vendors list](#) includes many local businesses that provide a wide variety of items



# Sustainable Swag Hierarchy

## Low-Resource, Low-Cost Swag

- If you must provide SWAG to everyone who comes to your table or event, consider these low-resource and low-cost paper options:
  - Sticker sheets
  - Temporary tattoos
  - Bookmarks
  - Postcards



# Sustainable Swag Hierarchy

## Useless & Questionable Swag

- Avoid providing plastic trinkets or trendy items as much as possible since these are the most likely items to end up in landfills:
  - Stress toys
  - Slap bracelets
  - Balloons at events
  - USB drives and power banks
- Ask: How else can we address the issue?



## Helpful Tips for Any Step of the Hierarchy



**Ask your vendor to prioritize  
eco-friendly options**



**If apparel is involved, always  
get sizes upfront**



**Consider quality over quantity**



**Request minimal plastic  
packaging when shipping**

# Need Help Getting Started?

- **Reach out:**

- [Unit Senior Communicators](#)
- Chloe Milbrand, Brand Specialist ([cmilbran@buffalo.edu](mailto:cmilbran@buffalo.edu))
- UB Trademarks and Licensing Office ([UBTrademarks@buffalo.edu](mailto:UBTrademarks@buffalo.edu))

- **Informational Websites:**

- [UB Climate Mission](#)
- [Sustainability Office](#)
- [Creating Promotional Products](#)

**THANK YOU!**  
**QUESTIONS?**



## How did we/I do?

**Complete the session survey  
using your smart device:**

Scan the QR code provided on  
your schedule.

**OR**

Scan the QR code shown here.

