



## Using MSU-licensed vendors for MSU Extension apparel and promotional purchases

This is a gentle reminder to MSU Extension staff that all apparel and promotional items bearing any MSU graphic element or text including the 4-H wordmark must be purchased by an MSU-licensed vendor. The licensing fees collected from approved vendors are used toward various scholarship offerings to eligible MSU students.

### When was this policy in place?

- Winter 2016

### What are the MSU graphic identity or text?

- The MSU or MSU Extension wordmarks
- The Spartan helmet
- Sparty wordmarks
- Block S
- The 4-H clover
- Text representing MSU, MSU Extension or 4-H, such as:
  - Michigan State University
  - Michigan State
  - State
  - MSU
  - Go Green, Go White
  - Sparty
  - Michigan 4-H Youth Development
  - Michigan 4-H
  - 4-H

### What MSU Extension items are affected by this policy?

#### 1. Apparel:

- The MSU Extension apparel graphic identity below is the only design that has been approved for use on MSU Extension apparel. The Spartan helmet appears directly above the words MSU Extension. (Note: This design does not include the MSU Extension wordmark, which is not permitted on apparel.) The MSU Extension apparel graphic may only be placed on the left side of apparel such as shirts. No other graphic or text may be placed on the left side.



**MSU EXTENSION**

- For more information on apparel, please visit:  
[https://www.canr.msu.edu/od/communications\\_marketing/apparel](https://www.canr.msu.edu/od/communications_marketing/apparel)

#### 2. Promotional Items:

- MSU Extension employees must work with approved vendors for printed materials (such as brochures, fliers and educational materials) and with licensed vendors for apparel or promotional items (such as





keychains, water bottles and memory sticks) that include the following graphic elements or text.

- - The MSU or MSU Extension wordmarks
  - The Spartan helmet
  - Sparty wordmarks
  - Block S
  - The 4-H clover
  - Text representing MSU, MSU Extension or 4-H, such as:
    - Michigan State University
    - Michigan State
    - State
    - MSU
    - Go Green, Go White
    - Sparty
    - Michigan 4-H Youth Development
    - Michigan 4-H
    - 4-H

For more information on promotional items, please visit:

[https://www.canr.msu.edu/od/communications\\_marketing/ordering-apparel-printed-and-promotional-items](https://www.canr.msu.edu/od/communications_marketing/ordering-apparel-printed-and-promotional-items)

**Payment:**

- Preferred payment is with a PCard. If you do not have a PCard, please contact your district director or supervising educator who would have access to a PCard.

**Payment implications:**

- MSU funds, including county DS and operating DN accounts, may not be used to pay unapproved vendors when buying print materials and unlicensed vendors when buying apparel or promotional items. Any MSU Extension staff member or person acting on behalf of MSU Extension (such as a Master Gardener or 4-H volunteer or a county employee) ordering materials through an unlicensed vendor will be held personally responsible for payment for those materials. (Note: T-shirts created by and for 4-H clubs that individuals or families are paying for are may only use the 4-H clover or text with 4-H, Michigan 4-H or Michigan 4-H Youth Development. They may not use the MSU protected graphics.)

**Apparel purchase approval:**

All purchase orders, PCard documents, and disbursement vouchers related to orders that include any of the MSU Extension brand elements (this includes MSU, MSU Extension and 4-H) will be routed to Fran Adelaja for approval.

For more information on the MSU Extension branding toolkit, visit:

[https://www.canr.msu.edu/od/communications\\_marketing/msu-extension-brand-standards-toolkit](https://www.canr.msu.edu/od/communications_marketing/msu-extension-brand-standards-toolkit)

**Information about becoming a licensed vendor can be found at:**

<https://licensing.msu.edu/licensees/index.html>