

Use of University Indicia

Procedures

1. All indicia use must be approved by the University through the University Marketing Office, or the Department of Athletics accordingly.

2. All bid specifications for items which will bear any University indicia must contain the following:

The University participates in a collegiate licensing program. Any merchandise which bears the University's name, initials, logo, seal, or other markings identifiable with the University must be licensed through the following agent:

Peyton Scrivner

Manager-Partnerships

1075 Peachtree Street, Suite 3300 | Atlanta, GA 30309

M: 662-312-6271



[CLC - Learfield IMG College](#)

3. The University will not issue a purchase order to an unlicensed vendor.
4. To provide that licensed articles are of a consistent quality, samples will be required for approval prior to distribution and/or promotion.
5. The "Collegiate Licensed Product" label should appear on all licensed articles/premiums when deemed appropriate.