

09.02.99.C0.02 Branded Items



Revised: June 17, 2024

Next Scheduled Review: June 17, 2029

[Revision History](#)

Procedure Summary

The department of Marketing and Communications (MARCOM) at Texas A&M University-Corpus Christi is responsible for management of the university's brand, including its federally registered marks and logos (see Appendix), and maintenance of a consistent brand.

Definitions

Branded Item – A branded item is any item customized to incorporate the university's name, acronym, or federally registered mark, such as the Momentum wave or the Islanders "I" logo. These items are usually branded with the university's name or one of its identifying marks.

Procedure

1. GENERAL

- 1.1. Purchased promotional items should be geared toward external audiences. To ensure resources are used appropriately and strategically, and to ensure the protection of the university's brand and image, promotional purchases must be pre-approved by the appropriate divisional vice president or designee prior to ordering. Bids for promotional items will be acquired through the university's promotional item bid acquisition platform (e.g., Agora) and orders will be placed through licensed vendors only. Orders will be tracked annually to assess effectiveness, expenditures, and strategies.
- 1.2. The university logo is preferred for use on purchased promotional items. Use of a university co-brand is not recommended.

2. RESPONSIBILITIES

- 2.1. All requests for promotional item purchases must be approved by the appropriate supervisor and divisional vice president or designee prior to purchase. Requestors should fill out the Promotional Items Request Form (see Appendix) and include the estimated cost information, a goal for the promotional item, an explanation of how it supports the university's strategic initiatives, and how it will help achieve the stated goal. Once the request is approved by the vice president or designee, the requestor can make the purchase according to purchasing guidelines.
- 2.2. All units must utilize university guidelines in the purchase of university branded items and adhere to brand standards.
- 2.3. Requests to create branded products for sale must be approved by MARCOM. If approved, all brand and design standards must be followed, and the final design must be approved by MARCOM prior to production. Similarly, items produced in the I-Create Makerspace must be approved if the university's name or logo is used. I-Create has an approval form in the lab for this process.
- 2.4. MARCOM will track purchases through the bid acquisition platform and provide reports to members of President's Cabinet on an annual basis.
- 2.5. Units purchasing promotional items without vice presidential approval and/or outside of the bid acquisition platform will be placed on a branded promotional item purchasing probationary list by the Purchasing Office. Units who fail to come into compliance or repeatedly order without approval or outside of the platform will lose promotional purchase privileges.

3. DESIGN AND STYLE GUIDELINES

- 3.1. Items must be created in compliance with university rules and procedures including university procedure *09.02.99.C0.01, University Name and Indicia Usage*.
- 3.2. All units must adhere to the copyright and intellectual property rights of others and of the university.

Related Statutes, Policies, or Requirements

System Policy [09.02, Use of System Names and Indicia](#)

University Procedure [09.02.99.C0.01, University Name and Indicia Usage](#)
University Procedure [09.02.99.C0.03, Commercial Filming, Videography, and Photography](#)
University Procedure [25.07.03.C0.01, Purchasing Administration](#)
University Procedure [61.99.99.C0.02, Web Presence](#)
University Procedure [61.99.99.C0.05, Marketing and External Communications](#)

This procedure supersedes:

- *09.02.99.C1.02, Branded Items*

Appendix

[TAMU-CC Official Logos](#)
[Promotional Items Request Form](#)

Contact Office

Contact for clarification and interpretation: Executive Director of Marketing
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