

Upper Iowa University Licensing & Branding 101

EXPECTATIONS FROM STUDENT GROUPS & ORGANIZATIONS

- Represent Upper Iowa University in a first class manner at all times
 - Including apparel that represents your group, and thus the University
- Coordinate with University personnel on ordering of specific items
- Use approved vendors to ensure best possible pricing & proper artwork

WHERE TO GO?

- Amy Tucker - Director of Student Activities
 - Office: Student Center
 - Phone: 563-425-5311
 - Email: tuckera@uiu.edu
- Brock Wissmiller - Assistant Athletic Director & Logo/Licensing Manager
 - Office: Dorman Gymnasium
 - Phone: 563-425-5700
 - Email: wissmillerb@uiu.edu

KEY THINGS TO KNOW:

- Approved vendors pay for the right to produce our apparel
 - The University does receive money back from having this setup
- Amy & Brock can put you in touch with approved vendors
- Some of our approved vendors have special pricing structures on select items for Upper Iowa
- All approved vendors have access to all Upper Iowa logos for usage, reducing the need for you to have to create your own artwork
- Most of these vendors have a full catalog of other artwork to use, or have a graphic designer on staff that can assist with the proper design
- And most importantly...ASK FIRST!
Amy & Brock can help you out in virtually all situations prior to ordering. However, we cannot help from you getting in trouble if you create an inappropriate item or do not follow protocol. It's best to ask first because odds are we can find a way to make your request happen.

WE ARE HERE FOR YOU!!!