

UNIVERSITY DEPARTMENTS & CAMPUS ORGANIZATIONS:

University departments may use, the Sam Houston State University institution marks and the Sam Houston State University trademarks designated as “UNIVERSITY Spirit Marks” for internal campus usage, provided that all items are purchased through an officially licensed vendor (see list of licensees under links at the top of this page).

Please review the [University Visual Standards Manual](#) for more specific information regarding use guidelines.

The Sam Houston State University marks may not be altered and all uses must include the department’s name/logo prominently. University departments are required to use licensed manufacturers for all products bearing Sam Houston State University marks.

University departments will not be subject to payment of the royalty fee as long as the proposed design is for internal usage (apparel identifying department employees for events, department promotional giveaways, etc.). University departments and campus organizations will be subject to royalties in all cases where product is resold to the consumer or its membership. Departments may request a waiver when using licensed products for fundraising activities and will be granted permission on a case by case basis by the [University Licensing Director](#).

Only officially recognized student organizations may produce merchandise displaying both the student organization’s name/logo and the UNIVERSITY trademarks designated as “UNIVERSITY Spirit Marks” with permission from [University Licensing Director](#).

The Sam Houston State University marks may not be altered and all merchandise must include the organization’s name/logo prominently on the product. Student organizations are required to use licensed manufacturers for all products bearing Sam Houston State University marks.

Student organizations will not be subject to payment of the royalty fee as long as the proposed design is for internal consumption.

Steps for Approval

Student organizations and university departments who wish to use Sam Houston State University marks on apparel (such as t-shirts, hats, sweatshirts, etc.), gift items (such as mugs, key chains, jewelry, etc.) and miscellaneous items (such as flags, signs, etc.) must follow these steps.

1. Locate an officially licensee. All items with a Sam Houston State University trademark (name, logo, etc.) must be manufactured by a vendor licensed by Sam Houston State University. [Local Printers and UNIVERSITY Licensees](#)
2. Contact the licensee you wish to use and create a proof of the artwork/product to be approved.

3. If the artwork/product proof is approved, the licensee will submit the design on Strategic Marketing Affiliates' "Approvals on Demand" website.
4. Sometimes your artwork/product proof may require corrective changes. The licensee will receive an email clarifying the changes needed for approval. You will be notified and it is your responsibility to ensure the licensee makes the corrective changes and resubmits the design on Strategic Marketing Affiliates' "Approvals on Demand" website.
5. If your artwork/product proof is not approved, you will receive an email detailing why your design was denied. Should this occur, you have the option to redesign the artwork/product proof and start the approval process over.

Merchandise produced without authorization infringes on Sam Houston State University's trademarks and will be subject to all available legal remedies.

Should you have any questions about the process, contact Holly White at SMA, 317-669-0805 or hwhite@smaworks.com or David Paitson, Sam Houston State Athletics, 936-294-3443 or dpaitson@shsu.edu.