



Sam Houston State University

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM

Department of Athletics

SHSU Artwork Approval Reminders

CLC vs. SMA – All reorders that were originally approved through CLC before the transition to SMA (now Learfield Licensing Partners) need to be reapproved through Trademarx. Several of those items will have the incorrect SH logo (see page 2).

80/20 Rule – When creating your designs, please be mindful of using fashion colors in moderation. We strive for 80% Sam Houston colors and 20% fashion colors.

One-Color vs. Full Color – One-color marks of the athletics logos need to be used in moderation. If you are printing in full color, the SH Paw should not be altered to a two-color or to a different order of colors. The outline of the SH Paw often changes from grey to black or white.

Navy vs. Reflex Blue – Although navy is a popular garment color, please remember that it is highly discouraged to use navy in a mark/logo in replace of reflex blue.

Contact Info – Always add the contact information in the comment section for internal consumption orders. This includes name, phone number, department and number of items ordered. If we have questions about the design, we have an easy way to contact them directly.

Show on Product – All artwork should be shown on the product.

Sales Channel – We need to know who you are selling to. Saying “retail” is not specific enough. Saying “retail – Academy” is okay!

Artwork Colors – Always indicate the colors used on your artwork. “Orange” doesn’t necessarily mean “PMS 021” (for example) so it is important to be specific. Include garment colors as well.

Trademarks – Be familiar with our logo sheet. There are several options of verbiage that need to include a Trademark ™. Countless artwork pieces are submitted each month without the correct usage of trademarks. Please get in to the habit of using them every time.

Royalties – Royalties do not apply to internal consumption orders (i.e. giveaways, awards, and office supplies for departments). Royalties do apply for all retail items, including on-campus department gift shops. Please help us educate the buyers that may not know this.

Guns/Weapons/Violence – We do not allow any form of weapons, guns (including hunting gear), or violence (i.e. crime scenes, blood stains, etc.) We strive to protect our logos/marks and portray them in a tasteful manner.

Hangtags – Please ensure you are using the proper SMA hangtag or sticker (until further notice from LLP) on all retail items. Do not be confused with the CLC hangtag or sticker. If you are unsure about what they look like, please contact John Mybeck at jmybeck@learfieldlicensing.com.



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SHSU Artwork Approval Reminders Continued

Correct vs. Incorrect Logo – In 2011, the institutional SH logo went through a slight redesign that we are still in the process of correcting across campus. It is very difficult to notice this change at first glance. Please be sure to review the current art sheet. Any reorders need to be updated with the correct logo and approved through Trademarx. In simple terms, the “S” no longer curves over the “H”. This also applies to the SH inside the box. See below for a comparison.

Incorrect Logo:



Correct Logo:

