TIP SHEET: T-SHIRT INFORMATION FOR STUDENT ORGANIZATIONS

REQUIREMENTS

All T-shirts displaying a University Logo should be approved through the Office of University Communications (UC).

If the University name is used, it should read as either

The University of Southern Mississippi

or

Southern Miss

UC DOES NOT REQUIRE T-SHIRTS TO DISPLAY A LOGO.

However, if you choose to display a logo, there are two options for logo usage:

- Use the general University Logo.
- Use a unique logo designed by the student group itself. UC does not design logos for student organizations, but we can provide guidance in this process.

See the University Graphic Standards at usm.edu/uc for detailed information on usage of the University Logo.

TIPS FOR CREATING YOUR OWN ARTWORK

Determine the color of the shirts, as well as the number of ink colors you want to print on each side of the shirt before creating the artwork. The cost of the shirts is usually affected by how many colors you plan to print on both sides.

Don't use copyrighted material. If you don't own the artwork, then someone else does. This includes images taken from the Internet, as well as registered names and logos. We also discourage parodying registered names and marks too closely. Be original.

Take time to proofread.

STEPS TO GAINING APPROVAL

If the University Logo is used on your shirt design, you will need approval from University Communications.

Email vendor proof to universitycommunications@usm.edu. This proof will usually be in the form of a PDF and will be provided to you by the vendor. We cannot approve hand-drawn sketches or Word documents. Do not bring a hard copy of your artwork to the UC office for approval unless you schedule an appointment; otherwise, it is likely that a staff member will not be immediately available to approve your items.

You will generally receive an email back within 24-48 hours.

THE UNIVERSITY OF **SOUTHERN MISSISSIPPI**®