CAMPUS LICENSEE DIRECTORY
The UW has a powerful brand and licensed marks that are highly recognized. These marks are for use in promoting the many programs and initiatives that contribute to the UW’s reputation for excellence.

What is considered a UW licensed mark? As unique identifiers, the UW owns and controls its name(s) and other marks, logos, insignias, seal, designs and symbols that are associated with the institution. These include the words Washington, Huskies, Dawgs, University of Washington; UW, UDub, and logos such as the block “W,” the Husky mascot marks, the Husky football helmet and the official UW seal. It also includes University images, University fight song and other music performed by the Husky Marching Band. Any person, business or organization desiring to use University of Washington trademarks in any manner and for any purpose must be licensed to do so.

Why use a UW Licensee? The requirement to use a UW licensee protects the UW in many ways. Each UW licensee has completed an application and met stringent requirements to ensure that UW marks are:

• used properly and within the UW brand guidelines
• used on products that align with the integrity and reputation of the university
• not misleading or inaccurate in representing the UW’s relationship to other entities
• used on products that are produced in a socially responsible and ethical manner that is consistent with the UW’s Code of Conduct

We value our campus licensees. Each provides a high level of service to the campus community. They have been asked to meet tight timelines and find solutions for restricted budgets. They make it happen.

When is royalty applied to products purchased by a campus department or organization? All uses of trademarks on products are subject to royalties including sales for fundraising projects, sales to individual members of an organization, or if the price of an item is built into a fee (i.e. event registration). The only items exempt from royalties are those items produced for use as staff uniforms or for giveaways used to promote university programs or events.

Review the enclosed list of UW Campus Licensees, visit their website and give them a call. They provide numerous products that can be produced with your department’s marks and the UW licensed marks. If you cannot source the product you desire from the existing pool of UW campus licensees, please contact UW Trademarks & Licensing, we will be happy to assist you.
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- Licensed with 30+ Greek Organizations
- **Dedicated** Customer Service team with Licensing experience
- Over 40 In-house Graphic Artists for **Brand Control** and Quality Assurance
- **Member of the** Fair Labor Association - Category B

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We are Brand|Pride, a lesbian owned, LGBTQ certified branding solutions company. For 20 years we’ve guided hundreds of brands on their quests for the best promotional items to achieve their goals of building brand loyalty. And we want to do it for you.

Like it. Love it. Label it.

Our most popular products.

- Awards
  - Plaques
  - Trophies
  - Crystal
  - Art glass
- Bags & Totes
  - Cinch packs
  - Shopping totes
  - Backpacks
  - Stadium bags
- Drinkware
  - Mugs
  - Water bottles
  - Wine glasses
  - Tumblers
- Accessories
  - Sticky notes
  - Mouse pads
  - Coasters
  - Letter openers
- Apparel
  - T-shirts
  - Uniforms
  - Hats
  - Hoodies
- Banners & Tents
  - Table top displays
  - Roll up banners
  - Table throws
  - Flags
- Tradeshow Giveaways
  - Beach balls
  - Stress balls
  - Key chains
  - Lanyards
- Technology
  - USB drives
  - Stylus pens
  - Port hubs
  - Chargers

Brand|Pride founders are 1999 and 2013 UW Grads. Go Dawgs!

Brand|Pride - Formerly ZippyDogs

For more information or inquiries, visit brand-pride.com today!
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Catalyst is your fast and flexible UW reliable partner. Working with the world’s top brands for over 20 years! Located in Seattle, we are able to be on your doorstep at a moment’s notice.

Catalyst understands the UW brand, programs, and how you work. Our unique approach allows us to support all of your marketing efforts and deliver fantastic results.

Rachel Martin  |  Director of Strategic Accounts
Direct: 206.568.2280  |  Main Line: 206.329.3602
RachelM@catalystteam.com  |  www.catalystteam.com
Where To Get The Good Stuff

WHAT WE OFFER

Branded Merchandise
Let the experts at Creative House Branding find and design the perfect merchandise ideas for your next event, trade show, or sales promotion. We are the custom design experts.

Apparel
At CHB, we know apparel! We are partners with all the brand names or can design something custom, the options are endless.

Screen Printing/Embroidery
We pride ourselves in being at the forefront of the hottest new decorating techniques, embroidery, and screen printing processes.

Creative Services
From product design and brand identity, to marketing collateral and events, our design team wants to be your in-house design department for all your company’s branding needs.

eCommerce Solutions
We build and manage both B2B and B2C web-stores and mobile apps. Let our team set-up the perfect site for your next ad campaign or company-store needs.

Awards/Recognition
Creative House Branding knows that recognition is key to any successful organization. Let us show you award ideas that are sure to impress.

Printing
We can handle just about any type of print project you pass our way. We match the right equipment to fit your project, so you end up with the best quality print at the best price.

Fulfillment
Let us hear your fulfillment needs, so we can tailor a program that fits. We offer end to end program management for inventoried programs, creative kitting and gift wrapping.

For more information visit
chbranding.com | info@chbranding.com | 1.888.300.4546

Your local contact
Brent Volle | brent@chbranding.com | 206.452.5571
ID ME College has been working with Universities nationwide for over 20 years!!!

Our customer service and creative ideas keep departments coming back for more!

We’re fast, creative and make ordering UW promos fun!

Our products are sourced from QCA Suppliers that aspire to provide product safety and social compliance.

Pick up the phone, 888-788-0101
OR send us an email we would love to hear from you!

UW Account Managers:
Heidi Levitt: Heidi@idmepromotions.com
Lisa Gutterman: Lisa@idmepromotions.com
Kathy Ballesteros: Kathy@idmepromotions.com
Hi. I’m Jacob.
I’m a Husky alum, and a Dawg for life. I’m also your go-to guy for all things UW branded - T-shirts, footballs, coffee mugs, you name it!

I’ve got a fantastic team here at Image Source and we care a great deal about the University of Washington and its brand. We’re here to provide you with extraordinary responsiveness and service. Let us prove it on your next project.

Go DAWGS!

Jacob Fletcher
jacob@imagesourceteam.com
425.898.2991

Jacob and the Image Source team proved to be incredibly responsive, professional, attentive to detail, and capable of relentless follow-through.

- R.D., UW Med
Make better swag
Manage swag better

We make it easy to create, manage, and send amazing merch, all from a single platform.

Make
Merch that people want to wear

Creative Services
Pro designers at your fingertips...think of it as an extension of your marketing team.

In-house print shop
Award winning screenprinting, embroidery, knitting, cut & sew, and on and on.

Fully Custom
Get crazy custom with items built from the ground up. From creation to compliance, our importing team has you covered.

Manage
All your projects, in one place

Warehousing & fulfillment
A turnkey solution to store, kit and send your merch (all done in-house for total control).

E-Commerce
Flexible and scalable platform for all your e-commerce needs.

Online project management
Quotes, art proofs, order status... easily manage it all from one place.
who we are:
An experienced promotional merchandising and marketing service company that provides creative branded merchandise and premiums to our clients, large and small. We focus our resources and energies on the companies that have entrusted us with the protection and promotional of their brands. We understand our clients’ marketing strategy, objectives and target audience...turning the impossible into a unique reality.

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USE OF UW TRADEMARKS BY REGISTERED STUDENT ORGANIZATIONS

**Policies**

1. Follow all policies for UW trademark use.
   - **No Alterations** UW trademarks may not be altered in any way. The "Block W" can only be shown in purple, gold, black, white, and gray.
   - **Co-branding** UW trademarks may not be used in conjunction with the name or trademark of any other entity without the prior written permission from the entity and UW.
   - **Designation Symbols** All uses of UW trademarks on retail or promotional products will incorporate the appropriate trademark designation symbols, ® or TM.

2. UWTLQ reserves the right to disapprove design choices that may be misleading to the relationship of UW and the RSO.
   - **Clear Separation of RSO and UW Logos** On apparel, a separation would be on the sleeve or back of the garment, on a mug it would appear on the opposite side.
   - ** UW Graphic Elements** Cannot be used by RSOs, including graphic representations, taglines, etc.
   - **Athletic Trademarks** RSOs are not granted permission to use UW trademarks reserved for Athletics (the outlined styled Block W, Purple Reign and Dawg Pack).

**PERMISSIBLE**

- **RED SQUARE**
- **HUSKY**
- **WAFFLES**
- **GAMING ASSOCIATION**
- **STUDENT GAMING ASSOCIATION**
- **University of Washington**
- **UW Chapter**
- **The University of Washington**
- **UW STUDENT GAMING ASSOCIATION**

**NOT PERMISSIBLE**

- **GW**
- **HUSKY**
- **STUDENT**
- **RED SQUARE**
- **GAMING ASSOCIATION**
- **University of Washington**
- **UW Chapter**
- **The University of Washington**
- **UW STUDENT GAMING ASSOCIATION**

**Additional Guidelines**

1. Follow all policies for UW trademark use.
2. UWTLQ reserves the right to disapprove design choices that may be misleading to the relationship of UW and the RSO.
   a. **Clear Separation of RSO and UW Logos** On apparel, a separation would be on the sleeve or back of the garment, on a mug it would appear on the opposite side.
   b. ** UW Graphic Elements** Cannot be used by RSOs, including graphic representations, taglines, etc.
   c. **Athletic Trademarks** RSOs are not granted permission to use UW trademarks reserved for Athletics (the outlined styled Block W, Purple Reign and Dawg Pack).

**MERCHANDISE BRAND GUIDELINES**

The following guidelines clarify the use of University of Washington trademarks when producing promotional products — custom branded merchandise and apparel. For details about using University of Washington trademarks on institutional materials (brochures, business cards, web, etc.), please visit the University’s brand page at uw.edu/brand.

Commercial products licensed through the UW Trademarks & Licensing office and intended for resale are not subject to the same policies as identified in this guide.

**Design Guidelines**

- All university logos, wordmarks and verbiage require the appropriate trademark symbols.
- Logos need to be seen in their entirety and should not be covered, layered or used as background images.
- All university logos, wordmarks and verbiage should appear in approved UW colors.
- Unique logos are not allowed for any academic, administrative or research units, without exception. Use of unique typographic or pictorial logos undermines efforts to build a unified University of Washington brand.
- Use of the wordmark logo is encouraged when using “University of Washington”.
- Stylized, cartoon or hand drawn images of a husky are not permitted.
- Verbiage should be used in an approved university font.
- Logos and wordmarks cannot be used as part of a sentence and should stand on their own.
- Old versions of the block W and former spirit marks are not approved for use.
- Infringing on others protected marks/images is prohibited (this includes the Space Needle and other regional iconic images).
- The Trademark Licensing Program reserves the right to deny any designs that do not represent the university positively.
- Official University Seal: the University of Washington seal is reserved for Trustee, Presidential, ceremonial, or commemorative use and is not designed for use on promotional products.
- Co-branding: the University of Washington benefits from institution wide sponsorships. The opportunity to co-brand with commercial entities is limited to relationships at the highest level. Any attempt to add the marks of a departmental business partner to a promotional product that features a UW mark (including a lock-up with a department identity) should be approved by UW Trademarks & Licensing.

**UW Medicine brand guidelines** can be found online: https://depts.washington.edu/uwmmktg/