

North Dakota State University Athletics Licensing

What is it?

Vendors apply for permission and pay a small fee to use certain logos, words, and marks associated with NDSU. Designs by those vendors are then submitted for review to ensure the designs follow NDSU branding guidelines.

North Dakota State University's Trademarked/Registered Items

- I. Logos requires a TM
- II. BISON requires a TM
- III. NDSU, NORTH DAKOTA STATE, NORTH DAKOTA STATE UNIVERSITY require a ®



Registered Student Organizations & Club Sports

- I. Both registered student organizations and club sports may use the Athletics logos and marks under the stipulation that they go through licensed vendors.
- II. For club sports, it is required for the word '**Club**' to be included prominently on the design (i.e., cannot be coverable). This is to distinguish club sports from the university's varsity sports. The only exception is the Bison Dance Team.
- III. **Use of the NDSU Bison font is not permitted.**
- IV. All designs must follow NDSU's branding guidelines.

Licensed Vendors

If a club sport wishes to use a vendor that is not listed on page 2, send an email to Bryce.Benedict@ndsu.edu and the licensing status of the vendor will be checked. If they are not licensed, see below:

- I. **Clubs must provide proof that there are no other options through a licensed vendor or they're required to use that specific vendor through their league. A one-time use agreement can be issued. Please send Bryce the vendor's contact information, items to be ordered, and website link if available.**
- II. **If clubs ask for one-time use exceptions 3-years in a row they may be required to have vendor become licensed for continued use.**

Design Submissions

For all club sport uniforms, warm ups, and specialty items, the designs can be sent over to Athletics to check for proper logo usage BUT they still need to go through a licensed vendor so that they are submitted through the proper channels for final approval. We ask all clubs to work with a licensed vendor first but are welcome to reach out if they have any questions.

List of Commonly Used Licensed Vendors on Campus:

Licensee	Location	Phone	Website
3X Gear LLC	West Fargo, ND	701-371-5947	www.3timegear.com
4imprint Inc.	Oshkosh, WI	877-446-7746	www.4imprint.com
*Bee Seen Gear	Fargo, ND	701-297-7705	www.beeseengear.com
*BSN Sports LLC	Farmers Branch, TX	972-406-3477	www.Bsnsports.com
*CI Sport Inc.	Fargo, ND	701-271-0953	www.Cisport.com
Club Colors Buyer	Hoffman Estates, IL	847-490-3636	www.Clubcolors.com
*Coaches Choice	Fargo, ND	701-297-0524	www.coacheschoiceonline.com
CustomInk LLC	Fairfax, VA	703-910-5018	www.Customink.com
Fresh Prints LLC (NY)	New York, NY	201-421-6814	www.Freshprints.com
*Game One	Swanton, OH	800-747-9744	www.game-one.com
Go Promo LLC	West Fargo, ND	701-238-0679	www.justgopromo.com
JOG Athletics LLC	Appleton, WI	689-019-1119	www.jogsportswear.com
Personal Touch Marketing & Manufacturing	Moorhead, MN	218-512-5116	
Probitas Promotions	Grand Forks, ND	8667767924	www.probitaspromo.com
Range Printing	Brainerd, MN	320-631-1256	
S & S Promotional	Fargo, ND	701-280-1916	
*T Squared Screen Printing & Embroidery	Moorhead, MN	218-329-5232	

*Recommended for Club Sports