

## 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 the 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 (requires 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 i.e., cannot be coverable somewhere on the design (the only exception is the Bison Dance Team). This is to distinguish club sports from the university's varsity sports.
- III. **Use of the NDSU Bison font is not permitted.**
- IV. All designs must follow NDSU's branding guidelines.

List of local licensed vendors:

Bee Seen Gear	(701) 297-7705	info@beeseengear.com
Coaches Choice	(701) 297-0524	info@coacheschoiceonline.com
CI Sport	(701) 239-5956	salesteam@cisport.com
Go Promo LLC	(701) 219-7310	info@JustGoPromo.com
Odney Promotions	(701) 478-1444	rob@odneypromo.com
Personal Touch Embroidery & Marketing	(218) 236-1631	Use Contact Us Form
Probitas Promotions	(866) 776-7924	sales@probitaspromo.com
S&S Promotional Group	(701) 280-1916	ss@sspromotionalgroup.com
T-Squared Screen Printing & Embroidery	(218) 325-9000	info@t-squaredllc.com

(Rose note: added JOG Athletics here more as a reminder that they are licensed and Club Hockey has used them in the past)

JOG Athletics (Hockey Gear)	(302) 538-9444	info@jogsports.com
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If a club sport wishes to use a vendor that is not listed here, feel free to send an email to [Rose.Jackson@ndsu.edu](mailto:Rose.Jackson@ndsu.edu) and she will check if they are licensed or not. For specialty items with non-licensed vendors to make them (i.e., Curling broom covers), a One-Time Use Agreement will be written up by Rose.

(Rose note: Information needed for a One-Time Use Agreement is name and email of representative from company, what items they want to order, website link if available.)

- 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.**
- 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 to Athletics if they have any questions.

### **Font Guidelines and Suggestions:**

**Traditional serif font will be rejected (Times, Palatino, Goudy, Garamond, etc.). Sans serif fonts and slab serif fonts are ok.**

**These are some options that would work:**

**Gotham**

**Montserrat**

**Helvetica**

**Rockwell**

**Factoria**