



Apparel Guidelines

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Licensing Program

Calvin's Trademark Licensing Program works to promote, enhance, and elevate the image of Calvin University by authorizing the use of the University's name and logos on high-quality merchandise that is consistent with our brand.

Trademarks

Calvin trademarks include the usage of our name or logos.

License

A license is a written legal agreement between the owner of the trademark (licensor) and a manufacturer/vendor (licensee). This license must be in place before use of the marks occurs.

Approval

Calvin University requires that all individuals, organizations, departments, and companies, both internal and external, obtain prior approval before creating any products or providing services that will display the University's marks, regardless of the method of distribution. This formal licensing program is administered in partnership with Learfield Licensing Partners.

Licensed Vendors

All Calvin University departments, organizations, students and staff are required to use officially licensed vendors when producing emblematic merchandise. In order to use the University's marks, a vendor must enter into a licensing agreement with Calvin.

Royalty Fees

Items that will be used internally (examples include staff shirts or giveaway items), that are not for resale, are exempt from royalties.

However, vendors of items for resale must pay royalties to the University. Resale items include sales to customers and sales for fundraising. Please contact Learfield Licensing Partners for more information regarding qualifications for special agreements. Enrolled students are not required to pay royalties on products, even if for resale.

Calvin Knights

Calvin's "brand" is our promise to our audiences based on the university's mission. It reflects the power of our reputation to attract students, donors, and talent, and differentiates us from our competition. In big ways and small, it's important to uphold our brand integrity, that we might minimize confusion about who we are and maximize the recognition of the Calvin identity. Our intent for these apparel guidelines is to strengthen the Calvin brand and create a high-quality representation of the university in all apparel.

Merchandise guidelines can be found on the following pages, and are tailored to each area of the university. For more information about our university and athletic branding please visit our web site and view our branding guidelines.



Academic departments, Centers and Institutes (includes ensembles, lab coats, etc.):

- Product color should be maroon, gold, or neutrals such as black, white, or gray.
- Apparel must say Calvin or Calvin University in the form of the signature or text.
- It is preferred that you use your official department logo (see brand identity standards).
- Use brand fonts; other fonts can be used in addition to brand fonts. Brand fonts include:
 - Gotham Condensed Black Italic
 - Gotham
 - Constantia
- For one-sided shirts:
 - If the shirt has a graphic element, the logo should be $\frac{1}{4}$ width of the design on the shirt, and the suggested placement for the logo is on the inside bottom right corner of the graphic (on the left side of wearer). Ensure a clear zone for the logo equal to the height of the C in the Calvin logo.
 - If the shirt does not have a graphic, suggested logo placement is left chest.
- For two-sided shirts:
 - Place the Calvin branding on the front or back, and the graphic on the front or back.
 - Suggested logo placement is on the left chest or the back below the collar.
- Design cannot use trademarks from other entities or derivatives of those marks.
- Reproduction of any logos or wordmarks is prohibited without the approval of Calvin University and Learfield Licensing Partners. For licensing information, please contact Learfield Licensing Partners at (616) 395-0676.

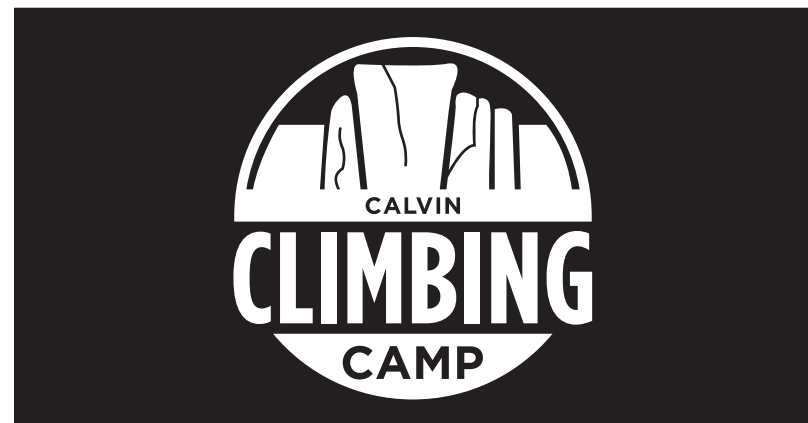
Department Color Examples



Camps and College Access Programs

- Preferred product colors are maroon, gold, white, black, or gray. Alternate/fashion colors are accepted, except for rival colors (navy, orange, and green). Calvin marks should appear in white or black if an alternate color is used.
- Apparel must say Calvin or Calvin University in the form of the logo or text.
- Calvin branding may consist of the full Calvin logo, Calvin logo without date, the Calvin Knights signature and its approved variations, and/or the Knighthead.
- Do not alter the logo in any way.
- Never attempt to redraw or alter the proportions of the logo.
- Do not change the color, or add or omit any elements of the logo.
- Do not reproduce the logo on a patterned or busy background.
- Use brand fonts; other fonts can be used in addition to brand fonts. Brand fonts include:
 - o Gotham Condensed Black Italic
 - o Gotham
 - o Constantia
- When pairing the Calvin logo with other verbiage, verbiage should be placed below the Calvin branding or to the right of the logo.
- Sponsor logos may appear on the back of the shirt, but no Calvin branding is permitted along with the sponsor logos, unless a Calvin department is a sponsor. Sponsors should be in alphabetical order unless placement is based on level of sponsorship. If a Calvin program is a sponsor, the Calvin logo should appear at the top, unless it isn't appropriate based on sponsorship level.
- Design cannot use trademarks from other entities or derivatives of those marks.
- Graphics should be positive in nature and cast a good light on Calvin.
- Reproduction of any logos or wordmarks is prohibited without the approval of Calvin University and Learfield Licensing Partners. For licensing information, please contact Learfield Licensing Partners at (616) 395-0676.

Camps: Custom Design Examples



Student organizations

(including intramurals, clubs, and ensembles, large or small)

Student Organizations that wish to identify themselves and use a Calvin trademark (name or logo), then you must follow the approval and licensing process. Please allow enough time for having your design reviewed and check that your vendor is licensed with Learfield. Unlicensed vendors will not be permitted to reproduce university trademarks. Student organizations are not required to identify themselves on merchandise with a university trademark.

- Preferred product colors are maroon, gold, white, black, or gray. Alternate/fashion colors are accepted, except for rival colors (navy, orange, and green). Calvin marks should appear in white or black if an alternate color is used.
 - Apparel must say Calvin or Calvin University in the form of the logo or text.
 - Calvin branding may consist of the full Calvin logo, Calvin logo without date, the Calvin Knights signature and its approved variations, and/or the Knighthead.
 - Do not alter the logo in any way.
 - Never attempt to redraw or alter the proportions of the logo.
 - Do not change the color, or add or omit any elements of the signature.
 - Do not reproduce the logo on a patterned or busy background.
 - If the design doesn't include the Calvin logo, use a Calvin color or Calvin font.
- Use brand fonts; other fonts can be used in addition to brand fonts. Brand fonts include:
 - o Gotham Condensed Black Italic
 - o Gotham
 - o Constantia
 - Sponsor logos may appear on the back of the shirt, but no Calvin branding is permitted along with the sponsor logos, unless a Calvin department is a sponsor. Sponsors should be in alphabetical order unless placement is based on level of sponsorship. If a Calvin program is a sponsor, the Calvin logo should appear at the top, unless it isn't appropriate based on sponsorship level.
 - Design cannot use trademarks from other entities or derivatives of those marks.
 - Graphics should be positive in nature and cast a good light on Calvin.
 - No drugs, alcohol, gambling, firearms or inappropriate language are permitted.
 - Reproduction of any logos or wordmarks is prohibited without the approval of Calvin University and Learfield Licensing Partners. For licensing information, please contact Learfield Licensing Partners at (616) 395-0676.

Student Organizations: Custom Design Examples



Products for Events

(5K, conferences, festivals, alumni events, etc.)

If your mark uses the Calvin logo, please follow these guidelines.

- Preferred product color should be maroon, gold, white, black, or gray. Alternate/fashion colors are accepted, except for rival colors (navy, orange, and green). Calvin marks should appear in white or black if an alternate color is used.
- Apparel must say Calvin or Calvin University in the form of the logo or text.
- Calvin branding may consist of the full Calvin logo, Calvin logo without date, the Calvin Knights signature and its approved variations, and/or the Knighthood.
- Do not alter the logo in any way.
- Never attempt to redraw or alter the proportions of the logo.
- Do not change the color or add or omit any elements of the logo.
- Do not reproduce the logo on a patterned or busy background.
- Use brand fonts; other fonts can be used in addition to brand fonts. Brand fonts include:
 - o Gotham Condensed Black Italic
 - o Gotham
 - o Constantia
- When pairing the Calvin logo with over verbiage, verbiage should be placed below the Calvin branding or to the right of the logo.
- Calvin marks should be separated from the event logo if the event is hosted by a third party brand.
- It is recommended that sponsor logos be placed on the sleeve or the back. No Calvin branding is permitted along with the sponsor logos, unless a Calvin department is a sponsor. Sponsors should be in alphabetical order unless placement is based on level of sponsorship. If a Calvin program is a sponsor, the Calvin logo should appear at the top, unless it isn't appropriate based on sponsorship level.
- Design cannot use trademarks from other entities or derivatives of those marks.
- Graphics should be positive in nature and cast a good light on Calvin.
- No drugs, alcohol, gambling, firearms or inappropriate language are permitted.
- Reproduction of any logos or wordmarks is prohibited without the approval of Calvin University and Learfield Licensing Partners. For licensing information, please contact Learfield Licensing Partners at (616) 395-0676.

Event Apparel Design Examples



Calvin Classic



Family Fun Run front



Sponsor logos on back



Donut Dash event

Royalty guidelines

If the product(s) are for Calvin's internal use, not for resale, and paid for by campus purchasing or similar department or by way of university issued credit/debit card, they are exempt from royalties. All other sales of licensed product are royalty-bearing.

Licensed Apparel Vendors

A current list of the university's licensed vendors is available on the LLP website at learfieldlicensing.com/vendor-list. Simply type "Calvin" into the search box at the top of the page to access the downloadable PDF.

For embroidery, the following vendors have been used by Communications & Marketing:

For screenprinting, the following vendors have been used by Communications & Marketing:

Branding Approvals

Information on Calvin's Trademark Licensing Program and branding approvals through Learfield can be found here.

Design Assistance

Bring your ideas—or let us help you create them. We are committed to working with all departments, programs, centers, institutes, and organizations of the university to ensure all communication products meet your creative needs and the requirements set forth in this manual and our brand identity standards. Calvin's office of communications and marketing provides ongoing governance and implementation for these visual standards and can assist you in navigating them. We will treat designs outside of these standards on a case-by-case basis.

Timing

The earlier you start your project, the better. Project requests could take up to 2–4 weeks if our department is busy, but we are willing to work with your deadlines when possible. Rush projects will be considered on a case-by-case basis. Ordering and delivery of your product falls outside of this window.

Cost

Our billing rate for custom design work is \$35/hour. A simple template adjustment or design based on something existing could cost as little as \$35. If you'd like something new designed, we recommend estimating 3-5 hours depending on the complexity of the design, and the number of iterations you would like to see.

Request design assistance

Start a project on our Communications & Marketing web site.

Apparel design templates



Apparel design templates



Apparel design templates



Apparel design templates



Apparel design templates





Apparel Guidelines