



# Logo/Brand Usage Approval Form

This Logo/Brand Usage Approval Form is required for all Thiel College divisions, departments and student organizations using the official logos, wordmarks, name, or brand identity, for promotional items, marketing materials, brochures, posters, banners, uniforms, apparel signage (fixed or digital), websites/pages, social media or any other distributed/visible items. If any logo or brand reference to Thiel College is used, this approval form must be completed and signed by the Office of Communications & Marketing, prior to submitting requests to purchase.

Prior to the purchase of any items branded with Thiel College logos or references (regardless of cost or quantity), please provide the requested information below and submit to the Office of Communications & Marketing (pr@thiel.edu), for approval and signature. Upon approval, normal purchasing procedures are to be followed, accompanied by this completed and approved form.

Department/Unit Requesting Approval: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone/Email: \_\_\_\_\_

Funding Source/Budget: \_\_\_\_\_

Description of Product/Item: \_\_\_\_\_

\_\_\_\_\_

Purpose of Product/Item and Audience: \_\_\_\_\_

\_\_\_\_\_

Supervisor Approval: \_\_\_\_\_

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**BRAND ASSETS** - [www.thiel.edu](http://www.thiel.edu) > Offices > Communications & Marketing > Brand Assets

Artwork **MUST** be submitted with this form.

Note: Please allow 48 hours for the Office of Communications & Marketing decision/feedback. Any changes to the artwork following date of approval must be resubmitted. If you have any questions or if the Office of Communications & Marketing can be of assistance, please feel free to contact us at pr@thiel.edu

## ADMINISTRATIVE USE ONLY

☐ Artwork Approved

☐ Artwork Not Approved

Reason: \_\_\_\_\_

\_\_\_\_\_

Office of Communications & Marketing Signature: \_\_\_\_\_ Date: \_\_\_\_\_