

## **Branding Apparel for University Personnel/Departments**

To maintain the integrity of the Gwynedd Mercy University brand, departments are permitted to purchase work apparel using either the Gwynedd Mercy University logo, provided the following guidelines are met. The Gwynedd Mercy University logo should not be altered or embellished in any form after being embroidered or printed on apparel.

### **Oxford/Golf/Polo shirts:**

Oxford shirts can be embroidered with the Griffin logo following the guidelines below:

GMercyU logo may be embroidered on left-hand side of chest along with the department name underneath logo keeping clear space intact. Clear space is the height of "G" all the way around. If shirt is pocketed, logo should be above pocket on left side.

**Note:** Department name should be represented as whatever is on official letterhead and must be the same color as logo.

### **T-shirts:** (For use at casual events or teambuilding **ONLY**)

T-shirts (non-collar) may be silk screened with the University logo in a center drop.

### **Sweatshirts:**

- Zip Sweatshirt - may be embroidered or silk screened on left-hand side of chest along with the department name underneath logo keeping clear space intact.
- Hoodie/pullover - may be silk screened or embroidered with the University logo in a center drop.

### **Hats/Caps:**

Option 1: Primary logo centered

Option 2: Alternate logo centered

### **Color Placement:**

The above paraphernalia may be ordered in the following colors:

- White - Brick/flannel embroidery/silk-screen logo
- Black - White embroidery/silk-screen logo
- Brick - White embroidery/silk-screen logo
- Flannel - White embroidery/silk-screen logo
- Dove - Brick/flannel embroidery/silk-screen logo
- Daffodil – Flannel gray embroidery/silk screen logo (Golf shirt or T-shirt Only)

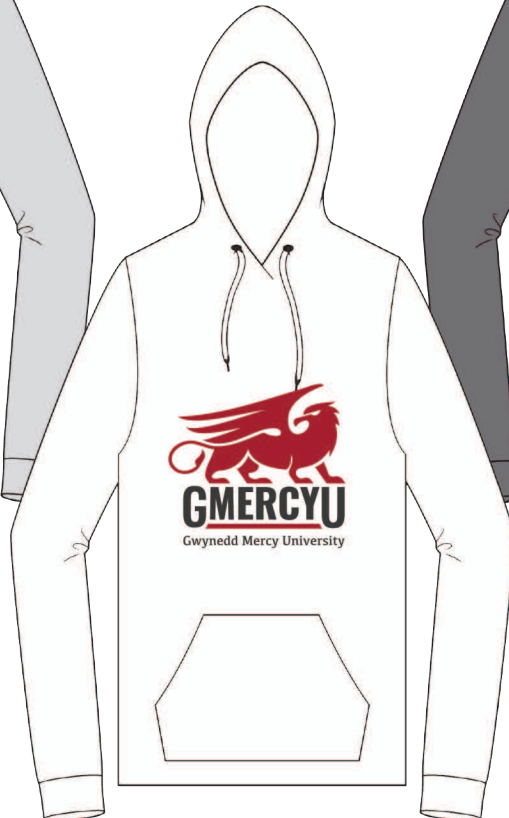
# Golf Shirts



# T-Shirts



# Hoodies



# Oxford Shirts



# Zip Pullover



# Hats

