Procedure for ordering Fisher College of Business merchandise and apparel

Please note that due to required approvals and sample specs now being included with each new item, the lead time for ordering items has increased.

**Plan ahead and allow for 4-6 weeks when placing orders.**

1. Contact one of the contracted vendors to discuss options. You can access the list of contracted vendors in the [Contract Book](#). A valid Ohio State login (name.#) is required.
2. Once you have selected an item, the vendor will produce a virtual proof detailing location, colors, and size of artwork.
   a. Fill out the Department Use Form or Student Org Use Form found on the [Trademark & Licensing website](#) and send to your vendor.
   b. Vendor sends virtual proof artwork and completed form to the following individuals for approval before the item is ordered:
      i. Joe Bellfy (bellfy.3), Fisher marketing and communications
      ii. Karen Dertinger (dertinger.5), Ohio State Trademark & Licensing
      iii. Linda Lutz (lutz.96), Ohio State branding
3. Once artwork is approved by all three approvers, the vendor can upload your official quote to e-stores.
4. Complete an e-request using the quote provided by the vendor; attach artwork approval documentation to the e-request.
5. A sample spec should be requested the first time an item is ordered with a vendor. This is to ensure quality before the entire order is produced.
6. Contact Lisa Bare to approve the sample spec.
7. Once sample spec is approved, the entire order can be produced.

**Adding Program/Department/Center name to item**

When multiple imprint areas are available, additional text (beyond the Fisher logo) should be placed in a separate and secondary imprint area.

In the event of only one imprint area, additional text will be approved if the following criteria are both met:

- Minimum Block O size in logo of at least 0.5” tall for embroidery and .375” for print
- Minimum amount of clear space around logo as defined by the width of one Block O