



Promotional Items Guidelines

Troy University has five approved vendors that can be used on a no-bid basis for promotional items (excluding tee shirts). Included in the awarded vendors are Communicorp, Geiger, Logo Branders, Medley Printing and Zebra Marketing. This does not mean that you can not bid a particular item; it expedites the process of purchasing promotional items by eliminating the need to bid every item purchased. Below are some guidelines on purchases:

1. Websites for approved vendors are listed on <http://www.troy.edu/marketing/vendors.html>.
2. Promotional Item Vendors have various price discounts; these discounts are clearly listed on <http://www.troy.edu/marketing/vendors.html>.
3. When promotional items are purchased, the official TROY colors of cardinal (PMS 202), black, silver or gray, when silver is not possible, will be utilized. If possible, the cardinal color should be used on t-shirts and other promotional items; however, the purchaser should request a sample of the item for color match of the Pantone 202 color. The use of the TROY colors on white is permissible.
4. Purchasers are able to request samples as needed and should request a virtual mock-up.
5. All University promotional item purchases must include a minimum of one approved Troy University mark that is available to licensed vendors through Strategic Marketing Affiliates (SMA). The official University seal is limited to selected applications, legal documents and other ceremonial applications such as the University diploma, and will be determined exclusively by the Chancellor or a designated representative.
6. When possible, economy of scales should be investigated.
7. All purchases, regardless of dollar amount, must be purchased with a University Purchase Order.
8. Each vendor has agreed to the stated discounts and will not charge shipping on any state-side order.
9. Logos for promotional items will not be provided by the University; they are available to the company through the SMA license.
10. Any complaints or issues with vendors must be communicated to Ursula Bryant (ubryant@troy.edu) and Jane Martin (jfmartin@troy.edu) since this is a multiple year contract and documentation is needed if any vendor is not extended the award for an additional year.