

Branded Merchandise and Materials

Planning to order custom merchandise or create marketing materials featuring Longwood's name, logos or marks?

We're here to help you get it right—protecting Longwood's brand, ensuring high-quality results and keeping the process streamlined from start to finish. It's simple, and we'll walk you through every step.

Step 1: Submit Artwork for Approval

Before placing an order, proposed designs and artwork featuring Longwood University logos, marks or names **must be approved by the Office of Marketing, Communications and Engagement**. (even if previously approved)

To submit your artwork:

- Email the design to artworkapproval@longwood.edu
- Include a brief description of the item(s) and intended use
- If you need assistance creating your artwork, please submit a project request to MCE using the Project Request Form

We aim to review and respond within five business days. Once approved, you'll receive a confirmation email—**please save it as a PDF for your procurement records**.

Tip: Need guidance on using Longwood logos or spirit marks? Take a look at our [Visual Brand Guide](#). Still have questions? We're happy to help!

After receiving design approval:

- For **merchandise and other branded products**, continue to **Steps 2 and 3**.
 - For **printed materials** (such as flyers or brochures), proceed with placing your order with the **campus print shop**.
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Step 2: Choose a Licensed Vendor

All merchandise and other branded products featuring Longwood University logos, names or marks **must be produced by a licensed vendor**. These vendors are authorized through our trademark licensing partner, the **Collegiate Licensing Company (CLC)**.

Please look at current list of recommended SWaM-certified vendors who are already licensed through CLC. See link: [Purchasing - Longwood University](#)

Step 3: Submit Procurement Request in eVA

When you're ready to place your order for merchandise and other branded products:

- Submit your procurement request via **eVA**
- **Attach the PDF copy of the artwork approval email** from artworkapproval@longwood.edu
- Ensure the vendor is licensed through CLC

Questions about procurement? Contact [Procurement Services](#) for assistance.

Why Approval Is Required

Longwood's trademarks—including logos, wordmarks and other identity elements—are legally protected. Our Trademark Licensing Program and approval process ensures these are used appropriately and reflect Longwood's reputation.

This helps:

- Maintain the integrity and prestige of Longwood's brand
- Prevent unauthorized or low-quality use of university marks
- Reduce risk and liability for departments and student groups

What Needs Approval

Approval is required for any products or materials designed for external audiences or high-visibility internal uses (e.g., banners, major event signage) that include:

- The Longwood name
- University logos, seals or wordmarks
- The mascot (Elwood)
- Other graphic elements associated with the university brand

Tip: Routine internal communications, informal flyers, or classroom materials that include Longwood logos typically do not require prior approval, but we're always happy to advise if you're unsure.

Questions or Need Help?

For guidance on the process, design guidelines or trademark questions, contact:

- **Marketing, Communications and Engagement:** marcom@longwood.edu
- **Austin Shaver (Licensing):** shaverwa@longwood.edu