To expedite the approval process for branded items, the CFAES Brand Approval Team has created the following checklist. Please ensure that your design meets the following criteria *where applicable* before submitting your work for final approval via CFAES_BAT@osu.edu. This checklist covers minimum brand requirements. For further information about the CFAES brand, visit brand.cfaes.ohio-state.edu.

### Visual Brand Requirements

**For everything:**

- Are **brand colors** used in the design?
- Are **brand typefaces** used in the design?
- Is the college logo used in the design, and is there clear space equal to the width of the Block O around the entire logo?

**For printed pieces (posters, pamphlets, postcards, banners, etc.):**

- Is a **CFAES tag** included in the header area of the design?
- For OARDC and Extension, is the unit band with the CFAES tag included in the design?

### Additional Requirements

- Has every nonessential http:// and www. been removed from each web address? (An http:// or www. is nonessential when the intended site will load without it.)
- Are all phone numbers, times, and dates styled according to the CFAES Editorial Style Guide?
  - **Phone numbers:** XXX-XXX-XXXX
  - **Times:** 8 a.m., 8:30 a.m., 8 a.m. to 8:30 p.m.
  - **Dates:** Month Day, Year
  (Abbreviate certain months when used with a date. See the CFAES Editorial Style Guide.)
- If a print piece, is the **CFAES nondiscrimination notice** included?
- If merchandise or clothing, has the proof been approved through Ohio StateTrademark and Licensing Services?