

BRAND PRE-APPROVAL CHECKLIST

CFAES

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](mailto: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 State Trademark and Licensing Services**?



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

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