

# 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](http://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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