

# Creating Swag?

Here's a quick start guide to begin the process.

## DISCUSS THE DETAILS

- Decide **what** item you're looking to create and its purpose
- Determine **when** you need the item and **where** it should be shipped
- **How much** do you need to order? Can you get a price break with a minimum?

*Pro tip: consider **Duke's sustainable swag guidelines** before you begin the process*

## SELECT A VENDOR

- Visit the list of **Duke-approved vendors** and determine who should produce the item based on their areas of "expertise"

*Pro tip: using a licensed vendor means no trademark or design delays, you'll be reimbursed if eligible, and they won't violate U.S. manufacturing standards*

## KNOW THE RULES

- Familiarize yourself with **Fuqua's brand guidelines** to better understand ways you can, and cannot, use the Fuqua logo
- Allow yourself a minimum of one week to receive your item

*Pro tip: licensed vendors are required to adhere to Fuqua's brand guidance, which means a quicker approval process*

## GET THE APPROVAL

- Submit your request to the vendor and work with them on the design
- The vendor will submit the design through Duke's Office of Trademark Licensing process
- Once approved, you'll be contacted by the vendor with frequent updates on your item

*Pro tip: Fuqua cannot provide guidance or approval on Duke logos or likeness*

For additional resources or support, contact the Director of Brand Marketing.