

CALES

Promotional Guidelines

Promotional items are defined as usable products or “giveaways” that are intended to advertise or promote either CALES as a whole or a specific CALES school, academic area, program, initiative or event.

Common examples of promotional items include pens, T-shirts, beverage tumblers, and tote bags.

Traditional printed materials such as posters, brochures and booklets are not considered promotional items; however, they still follow university brand guidelines. More information on guidelines can be found here: <https://marcom.arizona.edu/brand-guidelines>



University Marketing & Communications:

Branded merchandise and apparel play an important role in connecting with your audiences and reinforcing the University of Arizona’s identity. Promotional items should do more than bear a logo – they should embody the spirit, strategy, and values that define Arizona.

Thoughtful, well-designed promotional products strengthen brand recognition, support your unit’s story, and create meaningful connections with students, partners, and the community.

The following pages illustrate example layouts for promotional materials, and while these layouts demonstrate standard placement, adjustments may be necessary for specific needs, such as co-branding requirements.

To ensure the highest quality and brand consistency, please collaborate with the **CALES Design Services** team on your final designs. Additional layout options can be designed by submitting a [Project Proposal](#).

CALES

Promotional Guidelines

Tips:

- 1. Plan ahead.** Promotional items should be one tactic in a larger, thoughtfully planned campaign to promote your objective. Also, give yourself plenty of time - it takes longer than most people think to select an item, obtain internal unit and trademark approvals, then purchase, produce and ship the item. Keep in mind, most items are shipped from overseas, which can further delay the order.
- 2. Think about what your audience enjoys and needs.** Look for ways to reflect those interests in a sustainable way. Items should be tangible, high-quality and distributed with a specific goal. Instead of choosing new items for every event, you can triage your budget by investing in high-quality "must-have" items rather than many low-quality "nice-to-haves."
- 3. Promotional items aren't just for external clients.** Branded items create a sense of shared identity with the college and builds an affinity for faculty, staff, students and partners. It ensures that everyone feels like they are part of a unified, professional organization with high standards.
- 4. Be intentional with your promotional item selections.** If an item cannot accommodate the approved logo clearly and accurately, it should not be utilized.

University Marketing & Communications Policies:

All promotional items must be produced by a **Licensed Vendor** per university policy:

<https://marcom.arizona.edu/agencies-vendors/licensed-vendors>

University Policy:

<https://policy.arizona.edu/administration-business-finance/product-licensing-and-trademark-usage>

University Marketing and Communications suggest at least 1 week for artwork review and approval before promotional items are produced.

Examples

Audience:

- **Recruitment**
- **Development**
- **Alumni**
- **Community Members**
- **Units/Depts./Schools**

Suggested Items:

- Stickers/sticker sets
- Tote bags
- Stainless steel water bottles

Sticker sets are encouraged as a high-impact tool for clear, consistent logo identification.

Sticker sets provide dedicated space for a call-to-action and QR code.

Tips:

- Choose eco-friendly promotional items whenever possible to maximize both sustainability and long-term utility.
- Choose high-quality, functional items that maximize utility and minimize waste.

Sticker Sets



Swag



From a brand management perspective, promotional items should include the primary college branding, whether or not students or community members are familiar with the university.

Examples

Audience:

- **CALES**
- **CAS**
- **Current Students**

Suggested Items:

- Stickers
- Tshirt
- Lanyard
- Coffee mug

Tips:

- The **logo** should be integrated on stickers where space permits. If space is limited, **CALES** written in full can be applied but must not be part of the graphic.
- If University of Arizona® is incorporated into a design, it must have the registration symbol.

Stickers



Growing a Sustainable Future

College of Agriculture, Life
& Environmental Sciences

Tshirt



In certain instances, the CALES logo may not be required. Contact Design Services for assistance.

Examples

PLACEMENT

Small surface items: For items with limited space, like pens, the **college** promo logo must be the only imprint used to ensure identity clarity. If the imprint area is too small, consider using the college url instead.

Polo shirts - groups and programs: Acceptable placements for the **college** promo logo include the left/right chest, particularly when the group name is featured.

Tips:

- **Be intentional with your promotional item selections.** If an item cannot accommodate the approved logo clearly and accurately, it should not be utilized.



Examples

Any specialty item for **CALES** groups at graduation must undergo design review by University Marketing & Communications. This process ensures a unified and professional identity for CALES across all university celebrations.

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ARTWORK PLACEMENT:
FROM BOTTOM TIP OF STOLE TO BOTTOM OF DESIGN ON BOTH SIDES, GO UP 5".

Event Kits

To streamline your event planning, our department has developed **ready-to-use event kits**. These kits eliminate the need to source tablecloths or create materials from scratch and are tailored to engage undergraduate students.

Included in the kit:

- Table-top easel stand
- Brochure holder(s)
- Tablecloth and retractable banner:
 - **Animal and Comparative Biomedical Sciences**
 - **Agriculture & Applied Economics**
 - **Agricultural Education, Technology and Innovation**
 - **Biosystems Engineering**
 - **Entomology**
 - **Environmental Science**
 - **Human Ecology**
 - **Natural Resources and the Environment**
 - **Nutritional Sciences and Wellness**
 - **Plant Sciences**

Reserve an event kit here:

compass.arizona.edu/communications-and-marketing/event-promotion



Promo/Embroidery Logos

Please consult with the **Design Services team** to determine the most effective logo application for your promotional items. Vertical logos are created for colleges and units at the discretion of CALES MARCOM.

CALES & CALES AMBASSADORS



CENTERS



SUBBRANDS



Promo/Embroidery Logos

DEPARTMENTS & SCHOOLS



Examples

Audience:

- **Cooperative Extension**
- **Counties/Tribal**
- **Programs**
- **Community Members**

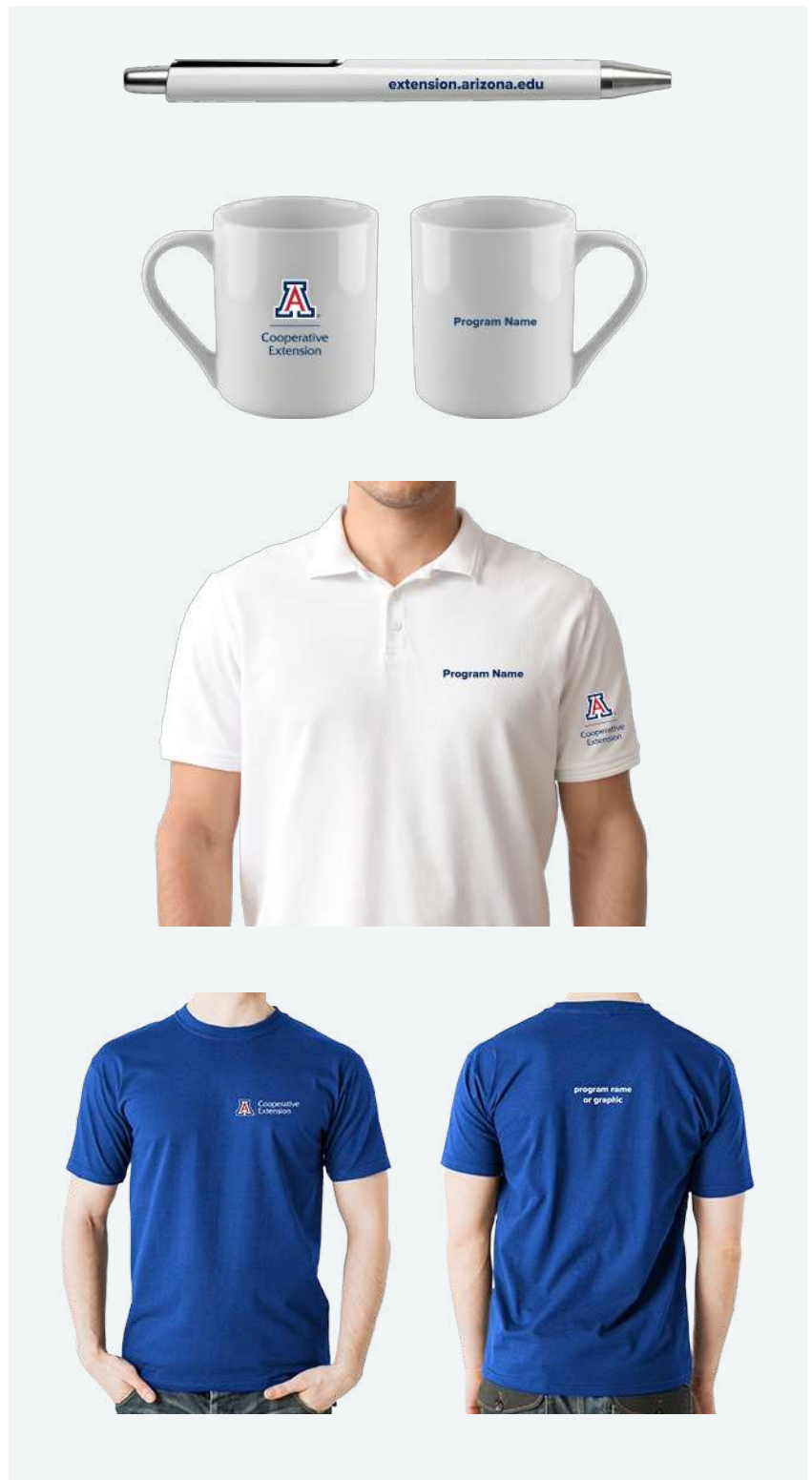
PLACEMENT EXAMPLES

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COOPERATIVE EXTENSION



Cooperative
Extension



Cooperative
Extension

CENTERS & FACILITIES



Campus Arboretum



Center for Urban
Smart Agriculture



**WATER
RESOURCES
RESEARCH
CENTER**

The main Cooperative Extension promotional logo should be utilized for all assets listed below:

COUNTIES

Apache	Maricopa
Cochise	Mohave
Coconino	Pima
Gila	Pinal
Graham	Santa Cruz
Greenlee	Yavapai
La Paz	Yuma

TRIBAL

San Carlos Apache Tribe
Navajo Nation
Hualapai Nation
Hopi Tribe
Colorado River Indian Tribes

PROGRAMS

Most programs including:
Project WET
Family Engagement Program