

Expectations of a Licensing Program After a Logo Change

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EXPECTATIONS FOLLOWING A NEW LOGO RELEASE

K.I.S.S. (KEEP IT SIMPLE SCHOOLS)

•Step One: Develop New Identity

- Work with design firm or internal design department to develop logos
- Determine parameters of new logos for licensees and internal campus use
- Ensure graphic and embroidery standards are met

•Step Two: Role of Licensing Department and/or Agent: Release and Protect the Brand

- Secure licensees use of new logo(s) on product
- Distribute art to licensees
- Ensure consistency within new logo parameters
- Communicate with campus entities that can promote and/or corrupt the brand (Bookstore, PR, Purchasing, Athletics, Equipment Manager, Students)

•Step Three: Role of Various Campus Entities: Authenticate the New Brand:

- Include in all internal resources
 - Media Guides & Game Programs
 - Schedule Cards & Posters
 - Video Boards & PA Announcements
 - Banners/Stadium Signage & On Field Stencils
 - Uniforms - consistent across all sports
 - Ticket backs
 - Hospitality events
 - Web site

NCLA Roundtables
June 2000 - Orlando, FL



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•Step Four: Role of Athletics/PR/Licensing: Promote the New Brand

- Develop promotional flier highlighting new identity
- Promote to all external resources (Send promotional flier and logo)
 - Provide to all Media Outlets (TV, Radio, Print, Online)
 - Distribute to Licensees
 - Corporate Partners Conduct
 - Corporate partner summit
 - Communicate with Retailers about the new identity (provide in-store signage to attract consumer and promote)

•Step Five: Role of Licensing and/or Agent/Athletics: Extend the Brand

- Implement retail program (brick & mortar stores and online retailers)
 - Consumer Incentive
 - Internal Incentive
 - Assist licensees in product development
 - Execute premium promotions with Corporate Partners

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