

## WORKFLOW

### PLACE ORDER

Select and build the item(s) you are interested in.

Enter your Pcard information during checkout, or you can choose to pay after proofing.

### APPROVE PROOF(S)

Your artwork proofs will be emailed to you. Please review them for accuracy.

Your order is flexible and changes can be made during this time.

### MARKETING APPROVES

UNF Marketing will review all items on your order.

Once approved, you will receive an email letting you know.

### PRODUCTION

Your order will move to production.

If payment has not been arranged, the Consolidus team will reach out to you.

## BRAND NOTES

### Academic events:

- A department/unit's logo or the UNF logo should always be used for academic events (like a career fair).

### Department Logo Examples:

- Pictured below are examples of approved departmental logos. Please reach out to Marketing and Communications for departmental logo requests by emailing [unfmarketing@unf.edu](mailto:unfmarketing@unf.edu).



### Usage of Athletics logo/marks by non-athletic units:

- A department/unit's logo should typically be used for all promotional items. It includes UNF and is an important identifier to the external community. In very rare circumstances, athletics marks may be used, but designs will be reviewed by Marketing and Communications. Athletics marks require a clear zone and cannot be combined with the department/unit's name to create a logo.
- Secondary marks with the talons are not approved for use outside of the athletics department.
- Athletics must approve any usage of the full color Osprey head.