Rock Valley College

College Swag

RVC Administrative Procedure (2:10.010)

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A. Purpose

The purpose of this administrative procedure is to establish guidelines for the design, approval, and distribution of college swag (examples include t-shirts, water bottles, mugs, backpacks, etc.) on behalf of a college department, program, initiative, or student organization. This applies to both items to give to the public and items for employees. These items often represent a department, initiative, organization, event, or cause and are a direct reflection of Rock Valley College's brand, values, and image. Items should represent and positively promote the brand of the college at all times when spending college and taxpayer dollars to invest in items.

Scope

This administrative procedure applies to all employees and students who create and distribute apparel or items with college branding and/or for event promotions or group representation within the college, including apparel for work purposes. Exclusions apply to Rock Valley College Police and Athletic Department uniforms and gear. This SOP applies to any college swag in any quantity, including small batch orders for department, program, initiative, or organization apparel.

B. Department and Primary Point of Contact Involved

Department: Communications & Marketing

Point of Contact: Director of Marketing

C. Definitions

Accessibility. The practice of making information, activities, and/or environments sensible, meaningful, and usable for as many people as possible. In terms of swag design, it mostly refers to meeting color contrast standards for individuals with different vision abilities.

College Branding. Any use of the college's name, logo, mark, or likeness must adhere to the college's branding guidelines and be approved by College Communications & Marketing.

College Swag. A promotional item or freebie that features the college's logo, mascot, or other branding. This includes departmental apparel.

Copyright. A legal term that gives creators exclusive rights to their original works of authorship.

D. Procedures

Approval Process

Individuals and/or departments have three options for swag design:

1. Design your own for approval
2. Have marketing design the art
3. College Bookstore

Whether a department/organization designs their own art or wants Marketing to design, the process starts with the Communications & Marketing Request Form.

Option 1 – Design Your Own
Submit the Communications & Marketing Request Form and attach your design for approval. The approval process may take up to five days, so designs should be submitted at least one week before any planned production or distribution. Revisions may be requested before final approval is granted.

Option 2 – Marketing Designs
Submit the Communications & Marketing Request Form and include any design concepts or ideas for consideration. The design and approval process may take up to two weeks, depending on what is in the Communications & Marketing queue. Requests should be submitted at least two weeks before any planned production or distribution. Revisions may be requested before final approval is granted.

Option 3 – College Bookstore
The College Bookstore creates and distributes pre-approved merchandise that is available for departments to order.

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Design Standards

College Branding: Any use of the college's name, logo, mark, mascot, seal, or likeness must adhere to the college's Logo Use Administrative Procedure and branding guidelines and must be approved by College Communications & Marketing. The Vice President of Student Affairs must approve using the mascot (eagle head).

Appropriateness:

- Designs, including the RVC logo, must be appropriate for an academic environment and the college's offerings.
- Designs that do not include the RVC logo must be appropriate for the academic environment and the college's mission.
- All designs must not include offensive, discriminatory, or inflammatory content. This includes, but is not limited to, references to drugs, alcohol, violence, politics, or inappropriate images or language.

Inclusivity

Designs should promote an inclusive and respectful campus culture and reflect the college's values and Strategic Pillar of Culture and Belonging. (See appropriateness above)

Copyright Compliance

Designs must not infringe upon any third-party intellectual property rights, including trademarks, logos, or copyrighted artwork, unless proper permissions have been obtained by the department or organization. It is the department/organization's responsibility to obtain permission in writing and submit it to the Executive Director of College Communications for review. The Executive Director may be required to submit the matter for review by College Leadership and/or legal counsel.

Financial Accountability

Departments/organizations are responsible for ensuring that all financial transactions related to swag orders, production, sales (if applicable), and distribution comply with the RVC's financial and purchasing policies and procedures.

Consequences of Non-Compliance

Swag that does not adhere to this procedure may not be produced or distributed.

Student organizations that fail to comply with this procedure may face disciplinary action, including revocation of privileges to create future designs, suspension of organization activities, or other sanctions deemed appropriate by the Dean of Students.

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E. Related Documents

- Logo Use Administrative Procedure
- Rock Valley College Brand Guide
- Athletic Brand Guide

Reference: Board Report 6223
Implemented: July 7, 2025
Revised: July 7, 2025