

Below you will find the differences between promotional services and printing services, situations in which you may go off-contract to purchase printing or promotional items, and what types of approvals are required for the type of purchase needed.

Printing:

You would use these suppliers for Print Service Categories to place the KSU logo on:

- Banners
- Posters
- Business Cards, Letterhead, Stationery
- Reports/Booklets, Snap-out Forms, and Continuous Forms

For all printing requirements, please follow the following process:

- 1) Ask [Talon Express](#) if they have the capability to perform the printing task
- 2) Seek quotes from all of the [University Contracts](#). Campus-wide printing services is a multiple award contract and end users have the option of which vendor/s they would like to use that meets their needs.
 - a. Contract #ES-RFP-54300-1153 – Campus Wide Printing Services awarded to Elanders USA Inc. and Tucker-Castleberry Printing Services Inc. – Please note that end user may seek quotes from either vendor under this contract.
 - b. Contract #ES-RFQ-54300-1158 – Newspaper Printing Services awarded to Greater Georgia Printers.
 - c. Contract #ES-RFQ-54300-914 - Stationery Printing Services awarded to Moore Partners
- 3) Request quotes from the Statewide Convenience contracts Vendors
 - a. Offset Printing and Related Services - [R R DONNELLEY & SONS](#) - 99999-SPD-SPD0000096-0001
 - b. Rapid Copy and Digital Printing - [MOORE PARTNERS INC](#) - 99999-SPD-SPD0000108-0001
- 4) If none of the above can fulfill your requirements, then you may seek any printing company to fulfill your needs. However, a waiver must be obtained from the [CUPO](#) and the email granting it should be attached to the requisition. Please note that a solicitation is required for all purchases of more than \$25,000 for services and/or goods not included on Agency Contracts or Statewide Contracts.

Promotional Services

You would use these contracts/suppliers to add the KSU logo to the following:

- Plaques/Awards/Trophies/Engraving
- Shirts and Apparel/Screen Printing/Embroidery
- Promotional Products (cups, key rings, novelty items, bags/totes, gifts)

Licensed vendors

Please note that suppliers listed on the Licensed Vendor page of KSU's Visual Identity Program are licensed ONLY to use the logo and do not constitute an existing University Contract. For a listing of all University Contract suppliers, [please see the list located here.](#)

Within the Strategic Communications office of **Visual Identity**, there is a list of [licensed vendors](#) who have been granted the authority to create and/or supply our students and other consumers various items with our registered/licensed logo/trademark. These *may* or *may not* be also awarded suppliers for faculty and staff to purchase items for university related events/purposes.

For faculty and Staff who wish to purchase [promotional items](#), please request a quote from the one or more of the following suppliers:

Halo Branded Solutions, Inc. Contact: Dianne Helliwell Peters T: 770.321.4747 E: Dianne.helliwell@halo.com
Smiling Cross dba Smile Promotions Contact: Rula Hanania T: 812.219.9749 F: 800.353.2608 E: rhanania@smilepromotions.com
Club Colors Contact: Kelsey Pease T: 847.744.6089 x 109 E: kpease@clubcolors.com

If the requester prefers to use an alternate source, the College University Procurement Officer (CUPO) or Director of Contract Management may waive the use of the University Contract based on one of the following conditions below:

- The Buyer Partner demonstrates that the University Contractor will not lower their price to match or be within 10 percent of the pricing of the non-contracted vendor.
- The cost savings from the non-contracted supplier is 10 percent or more.
- The product or service is needed quickly and cannot be delivered by the University contractor at the time needed.

If it can be determined that the goods/services required by the end user fall under a different category or product not included on contract with any vendor, end user should proceed with the procurement process. An e-mail must be sent to the [CUPO](#) requesting a waiver to use another supplier not on contract. Once approved, this email approval must be attached to the requisition. Please note that a solicitation is required for all purchases of more than \$25,000 for services and/or goods not included on Agency Contracts or Statewide Contracts.

Design Approval

This checkpoint determines any alterations to the KSU brand/logo. This step ensures that the logo is used in an appropriate manner. The KSU Office of [Strategic Communications and Marketing](#) has developed guidelines for various KSU designs, logos and typefaces on the [KSU Visual Identity Program](#) website.

Merchandise or printed materials that incorporate University logos, service marks, or other University-related design elements must comply with KSU's Visual Identity Program. You should also request a review from the [Office of Strategic Communications and Marketing](#) to alter existing approved brands or styles.

To obtain design approval, please enter [Office of Strategic Communications Design Approval website](#).