BRAND IN USE
SWAG GUIDELINES

Non-traditional printing applications (aka swag) are unique opportunities to communicate our brand in a more fun and casual way. Because printing and reproduction techniques tend to be less sophisticated in this area, and because these items often have a high degree of exposure to our key audiences, extra care should be taken to ensure good branding practices are followed for these applications.

The following guidelines will help translate our brand identity to these applications:

- When using a vendor for the first time, stress the requirement to follow the brand standards found at *bnl.gov/brandcenter*.
- Use horizontal and vertical artwork formats as required.
- Select items that promote clean and clear logo reproduction.
- Always review reproduction proofs to check compliance with brand standards prior to full production.
- Obtain approval from the Branding Team.

Department Name

If including the department name with the logo it must honor the required clear space.

Instead, consider placing the department name on the sleeve of a shirt, or the back of a shirt, mug, hat, etc.
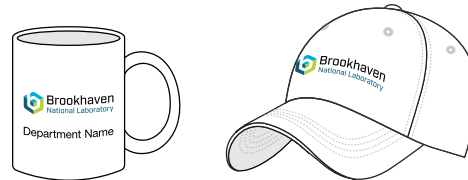
Do not violate the clear space of the logo with the department name or any other text.