

TERRY TIPS: PLACING A MERCHANDISE ORDER

UTILIZING OMC ASSISTANCE

Ordering merchandise can prove tricky. This guide provides a good starting point. After reviewing, submit an [OMC project request](#) if you need full order support, artwork design or additional assistance. If you're managing an order independently, remember that OMC must review the artwork on all orders.

HOW TO PLACE A MERCHANDISE ORDER

1

IDENTIFY YOUR NEEDS & SELECT A VENDOR

Once you've determined what sort of product you're looking for, review the list of [UGA-approved vendors](#). Visit a vendor's website to review available items, or contact a sales representative for suggestions. OMC can assist with re-orders and vendor identification.

2

DETERMINE QUANTITY, COST & TIMELINE

Vendors often require a minimum quantity per order. Other departments may be willing to share an order to help meet the requirement. You can use the Terry merchandise listserv to gauge interest in group orders. Contact [Genesis Sanchez \(genesis.sanchez@uga.edu\)](mailto:genesis.sanchez@uga.edu) to be added.

A merchandise order can take anywhere from three weeks to four months to process, depending on complexity and quantity, so ask your vendor for a timeline and a quote including shipping and handling. Keep in mind, OMC stocks a number of Terry-branded items for departmental use. Submit a merchandise request and select "on-hand inventory" for assistance.

3

IDENTIFY PAYMENT METHOD

Payment processes vary by vendor. Ask your vendor for clarification about their payment system. All orders paid for using Terry funds require prior-artwork approval from OMC. Additionally, orders using an official university mark also require formal approval by the UGA Office of Trademarks and Licensing.

4

DEVELOP ARTWORK

Department logos can be downloaded from the [Terry resources page](#). If you need new artwork, submit an [OMC project request](#). Ask the vendor for technical specifications. OMC can provide the artwork files in the correct format.

TIP: You'll typically provide the .eps/.indd file to your vendor.



REVIEW YOUR PROOFS AND REQUEST ADJUSTMENTS

Always ask the vendor for a print proof (an image of the design as it will appear on the product). You can also request a production proof (a physical sample of the final product). However, a production proof adds considerable time to order fulfillment and often has an associated cost. Conversely, approving an order without a production proof abbreviates the timeline but risks dissatisfaction with your final order, barring reorders. Your vendor can advise, as well.



RECEIVE ARTWORK APPROVAL FROM OMC AND UGA TRADEMARKS

When you are satisfied with your proof, pass it to OMC for approval. If using an official university mark, you must also complete a Trademark Approval Form and send the form and final print proof to trademarks@uga.edu. OMC is happy to complete this step for you; follow the directions when submitting your artwork for review. **If you do not receive UGA Trademarks approval before submitting your order, you may be personally liable for paying the invoice.**



PLACE AND PAY FOR YOUR ORDER

After receiving approval from OMC and (if applicable) UGA Trademarks, place the order with your vendor. In most instances, you'll receive a final invoice upon shipping or delivery. It's recommended you inspect your items for damages before completing payment with the Business Office. Send the invoice and trademark approval to the appropriate person for payment.

COMMON MERCHANDISE TERMINOLOGY

Product sample: a physical sample of a product without artwork; this is useful to request when ordering an item for the first time; may have a cost depending on the vendor

Print proof/digital proof: a digital mockup demonstrating artwork on an item; precedes a production proof; free with most orders

Production proof: a physical sample of the end-product, featuring final artwork and product selection; typically comes with a setup charge

Terry-branded merchandise: items that feature a formal Terry College of Business mark with no supplementary brand (departmental, program) identification

Co-branded merchandise: items that feature both a Terry mark and an additional mark identifying a program or department; this includes UGA Athletics marks

QUESTIONS?

Contact OMC marketing coordinator Genesis Sanchez (genesis.sanchez@uga.edu).