

## **The Fairmont State Logo Licensing Program**

Any company or person who produces any item using the Fairmont State family of logos or the Falcon or using the name of “FSU” or FSC&TC” or “Fighting Falcons,” must be a licensed vendor. These images and words are all trademarks of Fairmont State.

If the end product is strictly for in-house campus use (such as donor thank-you items, shirts for coaches, award plaques for academic awards, etc.), then the royalty fee will be waived. The vendor still needs to fill out a One-time Exemption Licensing Form available from Robert Heffner in the Office of Web and Graphic Communication, Room 126, Library.

If the end product is to be sold, a royalty fee will be applied. All royalties that are collected come back to Fairmont State for athletic scholarships.

The process for becoming a licensed vendor is fairly simple. Vendors should contact John Mybeck at SMA and he will walk them through the process.

John Mybeck  
Strategic Marketing Affiliates, Inc.  
Pan American Plaza  
201 South Capitol Avenue, Suite 520  
Indianapolis, IN 46225  
phone: (317) 829-5690 fax: (317) 829-5696  
jmybeck@smaworks.com

1. Any company who wishes to be a licensee of Fairmont State needs to apply for a license through SMA. If the company wants to pursue a Restricted License, which allows sale only to FS for internal consumption, then there is no cost associated with the application. If the company desires to pursue a Standard License, which would allow sale to the FS and to outside retail outlets, then there is a one-time \$75 fee.
2. It is possible, however many ASI houses put the license under their name so that they don't have to bring 10 different companies on board.

If a vendor wishes to have access to pre-created and pre-approved digital art, they must pay a \$50 subscription fee to J. Patton for access to the Logos on Demand service. When a product is designed – like a shirt or a notebook cover or a window decal – the vendor will submit the artwork to SMA for approval. SMA

then runs the artwork past the Office of Web and Graphic Communications. Once the vendor has approval it can produce the item.

The development of the logo licensing program is intended to create a FS brand of high quality products, available to those on and off campus. To maintain the FS brand, greater control of FS images, logos and name(s) are necessary. Ultimately, FS students benefit from this program because all royalties proceeds go toward athletic scholarships. Supporting the licensing program means supporting out students.

Questions regarding logo usage may be directed to:

Robert Heffner  
Web Specialist and Graphic Designer  
Fairmont State  
1201 Locust Avenue 26554-2470  
phone: (304) 367-4737 fax: (304) 367-4248

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