

## Merchandise Guidelines for Approval

Below are guidelines to consider when brainstorming merchandise for sale as a fundraiser. OSACA is open to working with any organization on the design of their merchandise. If you have any questions please contact Julia Shefcik, Student Affairs Coordinator, at [julia.shefcik@ucsf.edu](mailto:julia.shefcik@ucsf.edu).

All fundraisers for RCOs must be consistent with the [fundraising guidelines](#) outlined by UCSF Student Life and receive approval from both Student Life and OSACA. As indicated in this policy:

The occasional sale of manufactured items is permitted only if the items are directly related to the mission and purpose of the organization; such sales should not compete with items sold by campus departments or vendors.

### Things to remember when designing your merchandise:

- Current UCSF brand identity guidelines can be found at <http://identity.ucsf.edu/brand-strategy>.
- You can include your own artwork, but it must not be integrated with or directly adjacent to any UCSF logos.
- Your organization name must come before the mention of UCSF if you mention them together.
  - Example of the correct way: Pharmacists in Support of Ice Cream at UCSF
  - Example of the WRONG way: UCSF Pharmacists in Support of Ice Cream
- If you are including the logo of a parent organization (e.g. ACCP, AMCP, APhA, etc.) you are responsible for obtaining approval for use of that logo.
- If you include the mention of any professional school, graduate division, or other campus entity, you are responsible for obtaining approval for use of their respective name(s).
- Your product must reflect the professionalism associated with UCSF.

### Steps to receive merchandise approval associated with the School of Pharmacy:

1. As an organization, decide on the product and brainstorm ideas for your intended design.
  - a. Early in your design planning process, we recommend that you schedule a consultation with Frank Farm ([frank.farm@ucsf.edu](mailto:frank.farm@ucsf.edu)), who can provide valuable guidance.
2. Ensure the fundraiser is consistent with the [UCSF Student Life Fundraising Guidelines](#).
3. Send your draft designs to OSACA for approval – [julia.shefcik@ucsf.edu](mailto:julia.shefcik@ucsf.edu).
  - a. If your organization is including a UCSF logo on any item, you will also be directed to either the School of Pharmacy Communications Team or the UCSF Brand Identify office for approval.
  - b. You may view previously-approved designs [here](#) for reference.
4. Work with a vendor to design your product and gather pricing information.
5. Once approval has been received, add your fundraiser into [Group Portal](#) via an Event Request for approval by Student Life.
6. When all approvals have been received you may advertise your merchandise to other UCSF Pharmacy students. We recommend that you advertise and collect sales requests prior to placing your merchandise order to avoid having a large quantity of surplus.

**Merchandise approval is only valid for one year.** Even if you are selling the same product the following year you will need to receive approval as university policies and branding can change.