

# Branded Merchandise Catalogue

November 2025

# Smith Engineering Branded Merchandise

**Merchandise is a visual representation of a brand, shaping the perception of that brand in the mind of the viewer.** Students, staff, faculty, and alumni all benefit from a strong brand image for Smith Engineering and Queen's University.

As each piece of engineering merchandise created and worn is a representation of the faculty and university, it is imperative that all applications are high-quality, aligned with the Smith Engineering visual identity and sub-brand style, while also reflecting the university's values.

**In order to efficiently and effectively achieve this goal, University Relations has created a catalogue of Smith Engineering merchandise** and final artwork files that can be used by approved faculty, staff, student class representatives, and campus retailers. The streamlined process for catalogue merchandise ordering is described on the next page.

This iterative catalogue includes a selection of items which will be expanded over time. Each group outlined above will have an opportunity to add to their catalogue in cooperation with University Relations through scheduled meetings.

**Together we can build a strong and consistent sub-brand image for Smith Engineering.**

# Branded Merchandise Ordering and Approval Process

Approved Smith Engineering at Queen's University staff, faculty, student class representatives, and campus retailers may select items from this catalogue for the creation of on-brand, high-quality Smith Engineering merchandise.

## Licensed Suppliers

**Smith Engineering merchandise must be produced by one of Queen's University's licensed suppliers.**

These trademark licensees are contracted to follow the guidelines for use prescribed in the trademark licensing agreement and in the agreement's code of conduct to ensure that the Queen's University and sub-brand names, trademarks, and images are used in good taste and are manufactured under humane and non-exploitative conditions.

**The Brand Team provides licensed suppliers with the final merchandise artwork** needed to prepare printer's proofs for approval and produce orders. They are not authorized to change the artwork provided.

## Submission and Approval

**All Queen's University and sub-brand merchandise must be submitted to and approved by the University Relations Brand Team** through the online **Merchandise Approval Form** prior to production.

Step-by-Step Process on Next Page

Merchandise Approval Form | x +

queensu.ca/brand-cent... | Finish update

Queen's UNIVERSITY | SIGN IN

Brand Central

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### Merchandise Approval Form

Only faculties, schools, departments, units, licensed retailers, and officially recognized groups of the university are permitted to use Queen's University trademarks with approval from the University Relations Brand Team. Queen's identified and marked product must be produced by a **licensed supplier** of the university.

Please use the form below to submit a request for approval of all merchandise that represents the university, one of its sub-brands, faculties, schools, departments, events, programs, groups, or initiatives or that is being sold on Queen's Campus or alongside branded merchandise. Branded merchandise may either include a Queen's trademark (university or sub-brand logos, lockups, wordmarks, graphics, or trademarked words including Queen's and Queen's University in any font) or borrow from the Queen's brand. Multiple items being ordered at the same time from the same supplier may be submitted together in one form.

Please carefully review the [Visual Identity Guide](#) (PDF 10.2 MB) and the relevant Trademark and Licensing Guide to ensure that your submission follows the directives:

- [Branded Merchandise Catalogue and Guidelines](#)
- [Student Group Identification Guide](#)
- [Class Crest Guidelines](#)

Following review of your submission, an email will be sent to the individual submitting and the licensing supplier providing either approval or feedback for revisions when necessary. Any revised mock-ups can then be sent back via email for final approval to proceed with production.

While submissions will be processed as efficiently as possible, please plan ahead to allow up to 2-3 weeks for the feedback/approval process.

Submission Type: Catalogue order or reorder, Update to an item ordered in the past, or New never-before-submitted item \*

Note that catalogue orders and reorders can be processed more efficiently.

Catalogue order

If this is a reorder, please provide the approximate date of the last submission/order

07/29/2025

Overall submission description / title \*

Individual submitting the form

Name \*

Title \*



# Branded Merchandise Ordering and Approval Process

Please follow this step-by-step process for efficient catalogue merchandise ordering and approval:

- 1 Merchandise Selection**

Choose the merchandise items you wish to order including garment and logo/lettering colour from the **catalogue**. New items will be added to the catalogue regularly. New item and design ideas may be submitted to the **Brand Team**. Please allow additional time for new requests.
- 2 Licensed Supplier Selection**

Choose a **licensed supplier** from list on Brand Central.
- 3 Artwork File Request (*if required*)**

While many orders will not require this step, customized text or logo lockups required can be requested from the Brand Team via the Catalogue Custom Artwork Request Form on Brand Central. Brand will send the final artwork to your chosen licensed supplier.
- 4 Order Placement with Supplier**

Contact your chosen licensed supplier and work with them directly to obtain a **quote and printer's proofs** of all merchandise items to be ordered. While our most active licensed suppliers will already have the standard artwork, please let the **Brand Team** know if your licensed supplier requires file access.
- 5 Approval Form Submission**

Complete the online **Merchandise Approval Form** and upload a printer's proof(s) showing a mockup of the actual merchandise item(s) in each colour combination to be produced. Multiple items being ordered at the same time from the same supplier may be submitted together in one form. **For more efficient processing, check 'Catalogue' or 'Reorder'** when applicable as the type of order in the online form.
- 6 Order and Proof Review**

Following review of your submission, an email will be sent to the individual submitting the order and the licensed supplier providing either **approval or feedback** for revisions when necessary. If revisions are required, a new mock-up must be submitted for final approval in the existing email string (a new form submission is not required).
- 7 Approval to Produce**

**Brand will provide final written approval** to the individual submitting the order and the supplier to confirm that production may commence.

## Logo Hooded Sweatshirt

The Smith Engineering Logo Hoodie features the **vertical logo** on the front chest at a maximum width of 9”.

Merchandise bearing the Smith Engineering logo must be created in the **branded colours of navy and gold or the neutral shades of white, light grey, charcoal, and black.**

The examples shown and chart below demonstrate the approved garment and logo colour combinations.

### Approved Garment Colour\*

### Approved Logo Version

Navy	Full Colour Reverse
White	Blue
Light Grey (Ash)	Blue
Gold	Blue
Charcoal	White
Black	White

\*Gildan garment colours used for reference.



## Logo Crewneck Sweatshirt

The Smith Engineering Logo Crewneck features the **vertical logo** on the front chest at a maximum width of 9".

Merchandise bearing the Smith Engineering logo must be created in the **branded colours of navy and gold or the neutral shades of white, light grey, charcoal, and black.** The examples shown and chart below demonstrate the approved garment and logo colour combinations.

### Approved Garment Colour\*

### Approved Logo Version

Navy	Full Colour Reverse
White	Blue
Light Grey (Ash)	Blue
Gold	Blue
Charcoal	White
Black	White

\*Gildan garment colours used for reference.



## Logo Quarter-zip Sweatshirt

The Smith Engineering Logo Quarter-zip features the **vertical logo** on the left or right front chest at a maximum width of 3.25".

Merchandise bearing the Smith Engineering logo must be created in the **branded colours of navy and gold or the neutral shades of white, light grey, charcoal, and black.**

The examples shown and chart below demonstrate the approved garment and logo colour combinations.

Approved Garment Colour*	Approved Logo Version
Navy	Full Colour Reverse
White	Blue
Light Grey (Ash)	Blue
Gold	Blue
Charcoal	White
Black	White

\*Gildan garment colours used for reference.



## Logo Short-sleeve T-shirt

The Smith Engineering Logo Short-sleeve T-shirt features the **vertical logo** on the front chest at a maximum width of 9”.

Merchandise bearing the Smith Engineering logo must be created in the **branded colours of navy and gold or the neutral shades of white, light grey, charcoal, and black.** The examples shown and chart below demonstrate the approved garment and logo colour combinations.

### Approved Garment Colour\*

### Approved Logo Version

Navy	Full Colour Reverse
White	Blue
Light Grey (Ash)	Blue
Gold	Blue
Charcoal	White
Black	White

\*Gildan garment colours used for reference.



## Logo Long-sleeve T-shirt

The Smith Engineering Logo Long-sleeve T-shirt features the **vertical logo** on the front chest at a maximum width of 9”.

Merchandise bearing the Smith Engineering logo must be created in the **branded colours of navy and gold or the neutral shades of white, light grey, charcoal, and black**. The examples shown and chart below demonstrate the approved garment and logo colour combinations.

### Approved Garment Colour\*

### Approved Logo Version

Approved Garment Colour*	Approved Logo Version
Navy	Full Colour Reverse
White	Blue
Light Grey (Ash)	Blue
Gold	Blue
Charcoal	White
Black	White

\*Gildan garment colours used for reference.



## Logo Polo Shirt

The Smith Engineering Logo Polo Shirt features the **vertical logo** on the left or right front chest at a maximum width of 3.25".

Merchandise bearing the Smith Engineering logo must be created in the **branded colours of navy and gold or the neutral shades of white, light grey, charcoal, and black.**

The examples shown and chart below demonstrate the approved garment and logo colour combinations.



### Approved Garment Colour\*

### Approved Logo Version

Navy	Full Colour Reverse
White	Blue
Light Grey (Ash)	Blue
Gold	Blue
Charcoal	White
Black	White

\*Gildan garment colours used for reference.

## Logo Sweatpants

The Smith Engineering Logo Sweatpants features the **vertical logo** on the front left or right hip at a maximum width of 3.25".

Merchandise bearing the Smith Engineering logo must be created in the **branded colours of navy and gold or the neutral shades of white, light grey, charcoal, and black.**

The examples shown and chart below demonstrate the approved garment and logo colour combinations.

### Approved Garment Colour\*

### Approved Logo Version

Navy	Full Colour Reverse
White	Blue
Light Grey (Ash)	Blue
Gold	Blue
Charcoal	White
Black	White

\*Gildan garment colours used for reference.



## Logo Shorts

The Smith Engineering Logo Shorts features the **vertical logo** on the front left or right leg at a maximum width of 3.25”.

Merchandise bearing the Smith Engineering logo must be created in the **branded colours of navy and gold or the neutral shades of white, light grey, charcoal, and black.**

The examples shown and chart below demonstrate the approved garment and logo colour combinations.

### Approved Garment Colour\*

### Approved Logo Version

Navy	Full Colour Reverse
White	Blue
Light Grey (Ash)	Blue
Gold	Blue
Charcoal	White
Black	White

\*Gildan garment colours used for reference.



## Logo Ball Cap

The Smith Engineering Logo Ball Cap features the **vertical logo** on the front at a maximum width of 3.25".

Merchandise bearing the Smith Engineering logo must be created in the **branded colours of navy and gold or the neutral shades of white, light grey, charcoal, and black.**

The examples shown and chart below demonstrate the approved garment and logo colour combinations.



### Approved Garment Colour\*

### Approved Logo Version

Approved Garment Colour*	Approved Logo Version
Navy	Full Colour Reverse
White	Blue
Light Grey (Ash)	Blue
Gold	Blue
Charcoal	White
Black	White

\*Gildan garment colours used for reference.

## Logo Toque

The Smith Engineering Logo Toque features the **horizontal logo** on the front cuff or front panel at a maximum width of 4.65”.

Merchandise bearing the Smith Engineering logo must be created in the **branded colours of navy and gold or the neutral shades of white, light grey, charcoal, and black**. The examples shown and chart below demonstrate the approved garment and logo colour combinations.

Approved Garment Colour*	Approved Logo Version
Navy	Full Colour Reverse
White	Blue
Light Grey (Ash)	Blue
Gold	Blue
Charcoal	White
Black	White

\*Gildan garment colours used for reference.



## Logo Tote Bag

The Smith Engineering Logo Tote Bag features the **vertical logo** on the front and/or back at a width of 7.25”.

Totebags bearing the Smith Engineering logo must be created in the **branded colours of navy and gold or the neutral shades of white, light grey, canvas, charcoal, and black**. The examples shown and chart below demonstrate the approved product and logo colour combinations.

Approved Product Colour*	Approved Logo Version
Navy	Full Colour Reverse
White	Blue
Light Grey	Blue
Natural Canvas	Blue
Gold	Blue
Charcoal	White
Black	White



## Curved Outlined Athletic Lettering Hooded Sweatshirt

The Smith Engineering Outlined Athletic Lettering Hoodie features **Smith Engineering outlined athletic text** on the front chest at a maximum width of 11.5”.

Merchandise bearing the Smith Engineering name must be created in the **branded colours of navy and gold or the neutral shades of white, light grey, charcoal, and black**. The examples shown and chart below demonstrate the approved garment, letter interior, and outline colour combinations.

Approved Garment Colour*	Approved Letter Colour
Navy	Gold / White Gold
White	Blue / Gold Blue
Light Grey (Ash)	Gold / Blue Blue
Gold	Blue / White Blue
Charcoal	Blue / Gold Gold
Black	Blue / Gold Gold

\*Gildan garment colours used for reference.



## Curved Outlined Athletic Lettering Crewneck Sweatshirt

The Smith Engineering Outlined Athletic Lettering Crewneck features **Smith Engineering outlined athletic text** on the front chest at a maximum width of 11.5”.

Merchandise bearing the Smith Engineering name must be created in the **branded colours of navy and gold or the neutral shades of white, light grey, charcoal, and black**. The examples shown and chart below demonstrate the approved garment, letter interior, and outline colour combinations.

Approved Garment Colour*	Approved Letter Colour
Navy	Gold / White Gold
White	Blue / Gold Blue
Light Grey (Ash)	Gold / Blue Blue
Gold	Blue / White Blue
Charcoal	Blue / Gold Gold
Black	Blue / Gold Gold

\*Gildan garment colours used for reference.



## Curved Outlined Athletic Lettering Short-sleeve T-shirt

The Smith Engineering Outlined Athletic Lettering Short-sleeve T-shirt features **Smith Engineering outlined athletic text** on the front chest at a maximum width of 11.5”.

Merchandise bearing the Smith Engineering name must be created in the **branded colours of navy and gold or the neutral shades of white, light grey, charcoal, and black**. The examples shown and chart below demonstrate the approved garment, letter interior, and outline colour combinations.

Approved Garment Colour*	Approved Letter Colour
Navy	Gold / White Gold
White	Blue / Gold Blue
Light Grey (Ash)	Gold / Blue Blue
Gold	Blue / White Blue
Charcoal	Blue / Gold Gold
Black	Blue / Gold Gold

\*Gildan garment colours used for reference.



## Curved Outlined Athletic Lettering Long-sleeve T-shirt

The Smith Engineering Outlined Athletic Lettering Long-sleeve T-shirt features **Smith Engineering outlined athletic text** on the front chest at a maximum width of 11.5".

Merchandise bearing the Smith Engineering name must be created in the **branded colours of navy and gold or the neutral shades of white, light grey, charcoal, and black**. The examples shown and chart below demonstrate the approved garment, letter interior, and outline colour combinations.

Approved Garment Colour*	Approved Letter Colour
Navy	Gold / White Gold
White	Blue / Gold Blue
Light Grey (Ash)	Gold / Blue Blue
Gold	Blue / White Blue
Charcoal	Blue / Gold Gold
Black	Blue / Gold Gold

\*Gildan garment colours used for reference.



## Curved Outlined Athletic Lettering Ball Cap

The Smith Engineering Curved Outlined Athletic Lettering Ball Cap features the **Smith Engineering outlined athletic text for small sizes** on the front at a maximum width of 3.25".

Merchandise bearing the Smith Engineering name must be created in the **branded colours of navy and gold or the neutral shades of white, light grey, charcoal, and black**. The examples shown and chart below demonstrate the approved garment



Approved Garment Colour*	Approved Letter Colour
Navy	Gold
White	Blue
Light Grey (Ash)	Blue
Gold	Blue
Charcoal	Gold
Black	White

\*Gildan garment colours used for reference.

## Curved Solid Athletic Lettering Hooded Sweatshirt

The Smith Engineering Solid Athletic Lettering Hoodie features **Smith Engineering solid athletic text** on the front chest at a maximum width of 11.5”.

Merchandise bearing the Smith Engineering name must be created in the **branded colours of navy and gold or the neutral shades of white, light grey, charcoal, and black**. The examples shown and chart below demonstrate the approved garment and letter colour combinations.

Approved Garment Colour*	Approved Letter Colour
Navy	Gold
White	Blue
Light Grey (Ash)	Blue
Gold	Blue
Charcoal	Gold
Black	White

\*Gildan garment colours used for reference.



## Curved Solid Athletic Lettering Crewneck Sweatshirt

The Smith Engineering Athletic Lettering Crewneck features **Smith Engineering solid athletic text** on the front chest at a maximum width of 11.5”.

Merchandise bearing the Smith Engineering name must be created in the **branded colours of navy and gold or the neutral shades of white, light grey, charcoal, and black**. The examples shown and chart below demonstrate the approved garment and letter colour combinations.

Approved Garment Colour*	Approved Letter Colour
Navy	Gold
White	Blue
Light Grey (Ash)	Blue
Gold	Blue
Charcoal	Gold
Black	White

\*Gildan garment colours used for reference.



## Curved Solid Athletic Lettering Short-sleeve T-shirt

The Smith Engineering Solid Athletic Lettering Short-sleeve T-shirt features **Smith Engineering solid athletic text** on the front chest at a maximum width of 11.5”.

Merchandise bearing the Smith Engineering name must be created in the **branded colours of navy and gold or the neutral shades of white, light grey, charcoal, and black**. The examples shown and chart below demonstrate the approved garment and letter colour combinations.

Approved Garment Colour*	Approved Letter Colour
Navy	Gold
White	Blue
Light Grey (Ash)	Blue
Gold	Blue
Charcoal	Gold
Black	White

\*Gildan garment colours used for reference.



## Curved Solid Athletic Lettering Long-sleeve T-shirt

The Smith Engineering Solid Athletic Lettering Long-sleeve T-shirt features **Smith Engineering solid athletic text** on the front chest at a maximum width of 11.5”.

Merchandise bearing the Smith Engineering name must be created in the **branded colours of navy and gold or the neutral shades of white, light grey, charcoal, and black**. The examples shown and chart below demonstrate the approved garment and letter colour combinations.

Approved Garment Colour*	Approved Letter Colour
Navy	Gold
White	Blue
Light Grey (Ash)	Blue
Gold	Blue
Charcoal	Gold
Black	White

\*Gildan garment colours used for reference.



## Curved Solid Athletic Lettering Sweatpants

The Smith Engineering Solid Athletic Lettering Sweatpants features the **Smith Engineering solid athletic text** on the front left or right leg at a maximum width of 3.25”.

Merchandise bearing the Smith Engineering name must be created in the **branded colours of navy and gold or the neutral shades of white, light grey, charcoal, and black**. The examples shown and chart below demonstrate the approved garment and letter colour combinations.

Approved Garment Colour*	Approved Letter Colour
Navy	Gold
White	Blue
Light Grey (Ash)	Blue
Gold	Blue
Charcoal	Gold
Black	White

\*Gildan garment colours used for reference.



## Curved Solid Athletic Lettering Shorts

The Smith Engineering Solid Athletic Lettering Shorts features the **Smith Engineering solid athletic text** on the front left or right leg at a maximum width of 3.25”.

Merchandise bearing the Smith Engineering name must be created in the **branded colours of navy and gold or the neutral shades of white, light grey, charcoal, and black**. The examples shown and chart below demonstrate the approved garment and letter colour combinations.

Approved Garment Colour*	Approved Letter Colour
Navy	Gold
White	Blue
Light Grey (Ash)	Blue
Gold	Blue
Charcoal	Gold
Black	White

\*Gildan garment colours used for reference.



## Curved Solid Athletic Lettering Ball Cap

The Smith Engineering Solid Athletic Lettering Ball Cap features the **Smith Engineering athletic text** on the front at a maximum width of 3.25”.

Merchandise bearing the Smith Engineering name must be created in the **branded colours of navy and gold or the neutral shades of white, light grey, charcoal, and black**. The examples shown and chart below demonstrate the approved garment and letter colour combinations.

Approved Garment Colour*	Approved Letter Colour
Navy	Gold
White	Blue
Light Grey (Ash)	Blue
Gold	Blue
Charcoal	Gold
Black	White

\*Gildan garment colours used for reference.



## Curved Solid Athletic Lettering Tote Bag

The Smith Engineering Athletic Lettering Tote Bag features **Smith Engineering athletic text** on the front and/or back at a width of 10".

Totebags bearing the Smith Engineering name must be created in the **branded colours of navy and gold or the neutral shades of white, light grey, canvas, charcoal, and black**. The examples shown and chart below demonstrate the approved product and letter colour combinations.

Approved Product Colour*	Approved Logo Version
Navy	Full Colour Reverse
White	Blue
Light Grey	Blue
Natural Canvas	Blue
Gold	Blue
Charcoal	White
Black	White



## Customization

### Additional Text

For more customized merchandise, **additional text may be added to the back or side** of a catalogue item.

Text may refer to an **area of study, official group, role, and/or time frame**. The Brand Team will approve and provide artwork for the requested typography.

Customized text will appear in the Smith Engineering brand font Gotham Screensmart and may include a keyline to separate pieces of information. Alternate fonts and graphics cannot be incorporated.



## Logo Drawstring Bag

The Smith Engineering Logo Drawstring Bag features a **Smith Engineering Logo** on the front at a maximum width of 8".

Merchandise bearing the Smith Engineering logo must be created in the **branded colours of navy and gold**. The examples shown and chart below demonstrate the approved garment and letter colour combinations.

Approved  
Product Colour

Approved  
Logo Colour

Navy	Gold
Gold	Blue



# Lanyard

The Lanyard features **Smith Engineering text in the brand font** in a repeated pattern.

Merchandise bearing the Smith Engineering name must be created in the **branded colours of navy and gold**. The examples shown and chart below demonstrate the approved garment and letter colour combinations.

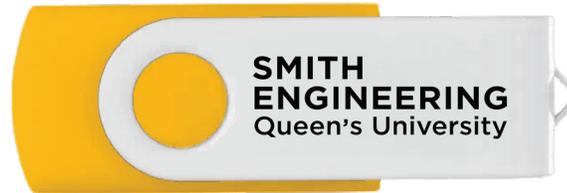
Approved Product Colour	Approved Text Colour
Navy	Gold
Gold	Blue



## Wordmark Flash Drive

The Department Lettering Flash Drive features the **Smith Engineering wordmark on the front.**

Merchandise bearing the Smith Engineering name must be created in the **branded colours of navy and gold.** The examples shown and chart below demonstrate the approved garment and letter colour combinations.



**Approved  
Product Colour**

**Approved  
Text Colour**

Navy and Silver	Black
Gold and silver	Black

## Pen

The Pen features **Smith Engineering text on the front in the brand font.**

Merchandise bearing the Smith Engineering name must be created in the **branded colour of navy.** The examples shown and chart below demonstrate the approved garment and letter colour combinations.



Front

**Approved  
Product Colour**

**Approved  
Text Colour**

Navy

White

Department or  
Program-specific  
Merchandise

## Department/Program – Logo Lockup Merchandise

All of the items on the previous pages featuring the Smith Engineering logo can be further customized to include an official **department logo lockup**.

Merchandise bearing the Smith Engineering logo must be created in the **branded colours of navy and gold or the neutral shades of white, light grey, charcoal, and black**. The examples shown and chart below demonstrate the approved garment and logo lockup colour combinations.

Approved Garment Colour*	Approved Lockup Version
Navy	Full Colour Reverse
White	Blue
Light Grey (Ash)	Blue
Gold	Blue
Charcoal	White
Black	White

\*Gildan garment colours used for reference.



## Department/Program – Outlined Athletic Lettering Apparel

Merchandise for Smith Engineering departments and programs can be ordered in the **Outlined Athletic Lettering** design style, following the same size and colour combinations outlined for the faculty merchandise options.

Merchandise must be created in the **branded colours of navy and gold or the neutral shades of white, light grey, charcoal, and black.** The chart below demonstrates the approved garment and lettering colour combinations.

Approved Garment Colour*	Approved Letter Colour
Navy	Gold / White Gold
White	Blue / Gold Blue
Light Grey (Ash)	Gold / Blue Blue
Gold	Blue / White Blue
Charcoal	Blue / Gold Gold
Black	Blue / Gold Gold

\*Gildan garment colours used for reference.



## Department/Program – Solid Athletic Lettering Apparel

Merchandise for Smith Engineering departments and programs can be ordered in the **Solid Athletic Lettering** design style, following the same size and colour combinations outlined for the faculty merchandise options.

Merchandise must be created in the **branded colours of navy and gold or the neutral shades of white, light grey, charcoal, and black**. The chart below demonstrates the approved garment and lettering colour combinations.

Approved Garment Colour*	Approved Letter Colour
Navy	Gold
White	Blue
Light Grey (Ash)	Blue
Gold	Blue
Charcoal	Gold
Black	White

\*Gildan garment colours used for reference.



## Department/Program – Straight Slab Serif Lettering Apparel

Merchandise for Smith Engineering departments and programs can be ordered in the **Straight Slab Serif Lettering** design style.

Merchandise must be created in the **branded colours of navy and gold or the neutral shades of white, light grey, charcoal, and black**. The chart below demonstrates the approved garment and lettering colour combinations.



### Approved Garment Colour\*

### Approved Letter Colour

Navy	Gold or White
White	Blue
Light Grey (Ash)	Blue
Gold	Blue
Charcoal	Gold or White
Black	White

\*Gildan garment colours used for reference.

## Department/Program – Logo Lockup Drawstring Bag

The Smith Engineering Department Lockup Drawstring Bag features a **Smith Engineering Lockup** on the front at maximum width of 8”.

Merchandise bearing a Smith Engineering Lockup must be created in the **branded colours of navy and gold**. The examples shown and chart below demonstrate the approved garment and letter colour combinations.

Approved  
Product Colour

Approved  
Lockup Colour

Navy	Gold
Gold	Blue



## Department/Program – Text Lanyard

The Department Lanyard features **Smith Engineering and Department text in the brand font** in a repeated pattern.

Merchandise bearing the Smith Engineering name must be created in the **branded colours of navy and gold**. The examples shown and chart below demonstrate the approved garment and letter colour combinations.

Approved  
Product Colour

Approved  
Text Colour

Navy	Gold
Gold	Blue



## Department/Program – Wordmark Flash Drive

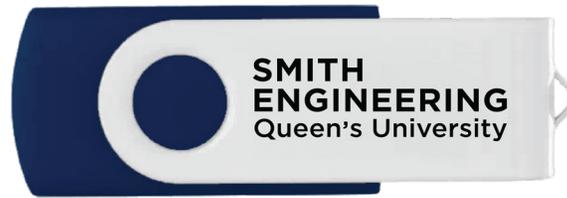
The Department Wordmark Flash Drive features **Smith Engineering wordmark front and department text in the brand font on the back.**

Merchandise bearing the Smith Engineering name must be created in the **branded colours of navy and gold.** The examples shown and chart below demonstrate the approved garment and letter colour combinations.

**Approved Product Colour**

**Approved Text Colour**

Navy and Silver	Black
Gold and silver	Black



Front



Back



Front



Back

## Department/Program – Text Pen

The Department Pen features **Smith Engineering text on the front and department text in the brand font on the back.**

Merchandise bearing the Smith Engineering name must be created in the **branded colour of navy**. The examples shown and chart below demonstrate the approved garment and letter colour combinations.



Front



Back

**Approved  
Product Colour**

**Approved  
Text Colour**

Navy

White