

Apparel and Merchandise Guidelines

All apparel and promotional merchandise produced by the University of Wisconsin-Parkside or for the University of Wisconsin-Parkside by agents and representatives thereof, must adhere to the standards in this guide, including all University of Wisconsin-Parkside identifiers.

The clarity of all embroidery, screen printing, engraving, etc., must meet the quality standards outlined in this guide.

Apparel styles – as well as University of Wisconsin-Parkside colors and identifiers used thereon – produced by the University of Wisconsin-Parkside or for the University of Wisconsin-Parkside by agents and representatives thereof, must be approved by the division of University Relations.