

Logo and Artwork Guidance



Before starting the ordering process, determine whether you are using an already approved Lander University logo or lockup.

- If you are using an approved logo or lockup found on the Lander University Brand website – www.lander.edu/brand - or one that has been sent to you from Marcom please skip to [Choose Your Vendor](#)
- If you are **NOT** using an already approved logo or lockup you must first submit a request for approval of the new logo, design, or lockup by submitting your request here - [Marketing Request Form](#)
- Once you receive an approved logo or lockup, you may then proceed to [Choose Your Vendor](#)

Choose Your Vendor

Vendors must be fully licensed and approved before they can submit artwork or fulfill orders using Lander University branding.

To confirm whether your vendor is licensed and approved through CORE81

Check the CORE81 Approved Vendor List available here - [Approved Vendors](#)

- If your preferred vendor appears on the list, you may continue to the [Step by Step Order Process](#)
- If your preferred vendor is **NOT** currently licensed with CORE81 and you would like them to become an approved vendor, send them the information below to get started or contact Heather Pilgrim at 864.388.8530
- Once your vendor is approved continue to [Step by Step Order Process](#)

Verbiage to send to a new vendor

Below are the directions to register with CORE81/CLC Licensing -

Once registered, vendors will gain access to the Licensing Hub, where all approved Lander University logos and brand assets are stored in the Resources Center

To begin the licensing process, please complete the following:

- Submit the online application at <https://login.directlicensinghub.com>
- Pay the \$100 application fee
- Submit insurance information requested by CORE81

After these steps are completed, the vendor will receive their official license agreement via Adobe Sign.

If there are questions during the application process, vendors may contact:

licensing@core81.com

Step by Step Order Process

- **Contact an Approved Vendor**

Reach out to an approved Lander University vendor to discuss your product needs, quantities, pricing, and timelines.

- **Vendor Submits Artwork for Approval**

The vendor will create and submit the mockup for your project through the CORE81 Licensing Hub for official brand approval. Marketing and Communications will review the artwork in CORE81 and will be assigned one of the following decisions (typically within 48 hours):

- Approved
- Rejected
- Notes or required edits - If edits are required, the vendor should contact you and then will make the necessary changes to the mockup and resubmit to CORE81

- **Artwork Approval is Issued**

Once the artwork is approved:

- The vendor will download the approval form from the CORE81 Hub(examples below). The downloaded approval form should have an image of the mockup at the top(example 1). If an image of the mockup does not appear on the downloaded version, the vendor will need to include a screenshot of the image from the submission page in CORE81 along with the downloaded approval(example 2)



Submission Details	
Submission Name	158403- Lander W Soccer Stacked One Color SHI
Current Stage	Review
Brand	Core81
Submission Type	Artwork Submission
Status	Approved
Company Name	First Team Sports
Created Date	10/02/2025

Questions	
File Upload	https://prod-hub-013-blob.core.windows.net/013-hub-blob-storage/Car#813822/ArtworkFile/2025/10/02/20251002143042_20185225_2150220203050382.png?sv=2018-11-01&sig=5650f94%3B42wDw3uX088895fpeR072F6L7B%3A%3D&se=2025-10-27T12%3A44Z&sp=r
Is this a mock?	Yes

Other Details	
UPC Code	
Order Pending	Yes
Retailer Name/Department	First Team Sports
Sub-categories	Personal Accessories & Jewelry
Territories	United States

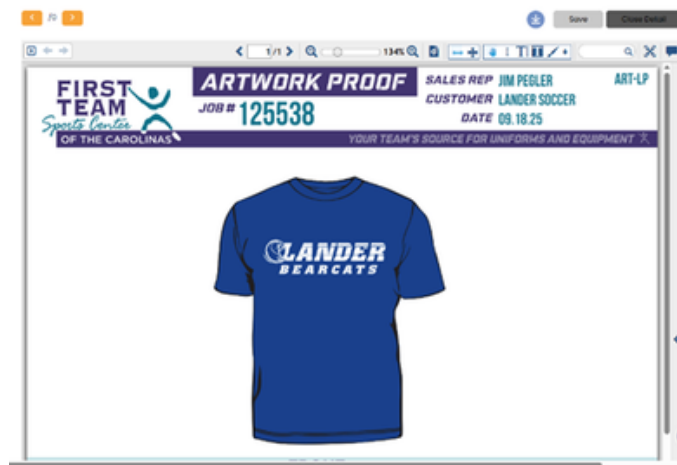
OR

Submission Details	
Submission Name	125538- Lander W Soccer Horiz One Color SHI 2
Current Stage	Review
Brand	Core81
Submission Type	Artwork Submission
Status	Approved
Company Name	First Team Sports
Created Date	09/18/2025

Questions	
File Upload	https://prod-hub-013-blob.core.windows.net/013-hub-blob-storage/Car#813822/ArtworkFile/2025/09/18/lander_soccer_horiz_one_color_shi_2.png?sv=2018-11-01&sig=5650f94%3B42wDw3uX088895fpeR072F6L7B%3A%3D&se=2025-10-27T12%3A44Z&sp=r
Is this a mock?	Yes

Other Details	
UPC Code	
Order Pending	Yes
Retailer Name/Department	First Team Sports
Sub-categories	Head/Neck
Territories	United States
Trademarks	Lander University
Manufacturers	None
Distribution Channels	None

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example 1

example 2

This approval confirms the artwork meets all Lander University branding and licensing requirements.

- **Submit Documentation to Procurement**

After receiving the approval download of your item/artwork from the vendor, submit the following to Procurement:

- Purchase Requisition
- Vendor quote
- CORE81 artwork approval
- Any additional required purchasing documentation

- **Purchase Order is Issued**

Once Procurement processes the request, a purchase order (PO) will be issued to the vendor. **Production may not begin until the PO has been issued.** The PO serves as official authorization to move forward.

P-Card

If you are purchasing items using a Purchasing Card(P-Card) from the University you will need to include the approval download with image shown in step 4 with your other paperwork and upload with receipt in Works when allocating.

*For questions about the requisition/procurement process/p-card process please reach out to Procurement at:

864.388.8276 OR procurement@lander.edu or visit the [Procurement Services Webpage](#)