

# ● Licensing

## Federally Registered Trademarks

The University of New Mexico (UNM) Hospital logo is federally trademarked and belongs to UNM. By law, the logo cannot be commercially reproduced without permission. Violation of this law is a misdemeanor.

All vendors pursuing the Request for Proposal (RFP) to produce scrubs for UNM Hospital must become a licensed vendor to legally use the University's trademarks. The selected vendor(s) must apply for and be granted licensing permission and must maintain licensed vendor status. This may include getting re-licensed if the University selects a new licensing agency during the term of the awarded RFP contract.

## Licensing Agreement

Through a licensing agreement, a vendor is granted access to the registered logos, and then agrees to uphold the institutional brand standards. A short logo training session will be presented to the winning bid.

The process begins with the vendor applying for a license. The licensing agency, Affinity Licensing, requests product samples, including quality of embroidery. The licensee is then given access to the UNM logo to produce artwork for review.

The regular review process requires submitting through the Affinity Gateway for every product produced. However, in the case of an awarded RFP, and a signed contract, it is understood that it is time prohibitive to submit through the Gateway for every order. Therefore, the logo standards should be followed closely by the vendor, without deviation, despite requests that may come in from units.

As part of the ongoing agreement as a UNM licensing partner, sales are reported annually, and royalties are accrued. Royalties will be dispersed back to UNM.

### LICENSING PROCESS

#### ▷ License

- Company applies for license
- Supplies product samples
- Licensee receives access to UNM logos

#### ▷ Artwork

- Designs product/artwork
- Submits art to the Gateway review system
- Art reviewed by Affinity Licensing & UNM

#### ▷ Production & Sales

- Licensee produces merchandise
- Reports sales & pays royalties to Affinity, which are then dispersed to UNM

### UNM HOSPITAL LOGO



HOSPITAL


Full color over light background



Knockout logo/white embroidery over dark fabric

# • Uniforms & Logos

## Uniform Color and Style Identification

				
<b>Red Scrubs</b>	<b>Black Scrubs</b>	<b>Khaki Scrubs</b>	<b>Royal Blue Scrubs</b>	<b>Hunter Green Scrubs</b>
RN Supervisor	Registered Nurse	Licensed Practical Nurse	Respiratory Therapist	Radiology
				
<b>Pewter Scrubs</b>	<b>Ceil Blue Scrubs or Polos</b>	<b>Navy Blue Scrubs, Polos or Work Shirts</b>	<b>Wine Scrubs</b>	<b>Eggplant Tops with Black Pants</b>
Paramedics (Rapid Response Team & ED.)	OT, PT, SLP (Inpatient & Outpatient)	Unlicensed Assistive Personnel (Inpatient & Outpatient)	Other Clinical (Andrology Lab, Sleep Lab, EEG Tech & All Other Clinically Licensed Positions)	Housekeeping
		<b>Discipline Specific Color or Approved Print Tops</b>	<b>Teal Polo's</b>	
<b>Olive Scrubs</b>	<b>Caribbean Blue Scrubs (optional)</b>	Pediatric Staff	Tri-Core Laboratory	
Pharmacists	Advanced Practice Providers (PAs or NPs)	<b>Professional Attire with or w/o Lab Coats</b>	<b>Professional Attire with Lab Coats</b>	<b>Professional Attire with Lab Coats</b>
		NP & PA	Administrative Supervisor	Audiology

## LOGO USAGE

### Embroidery Standards

- **Size:** 3" wide (2" tall)
- **Location:** Left chest
- **Full color logo** should be used on lighter scrubs
- **White/knockout logo** should be used on darker scrubs

### Logo Colors

Thread should match Pantone equivalent:

**Full color Logo**

**Cherry PMS 200C**

**Lobo Gray PMS Cool Gray 10**

**Knockout Logo**

**White** (white thread should be stable, must not absorb fabric color)