

Lehigh University Apparel Use Case Guide

Quick Reference Charts

1. Target Audience Needs Matrix

Audience	Primary Needs	Key Items	Brand Preference
Students	Identity, Affordability, Trendy	Hoodies, T-shirts, Joggers, Hats	Icon-forward designs, Greek identity
Faculty/Staff	Professional, Comfort, Recognition	Polos, Quarter-zips, Full-zips, Blazers, Jackets, Hats, Functional Workwear	Name for external, Icon internal
Alumni	Nostalgia, Gifts, Connection	Vintage styles, Premium items	Classic designs with full branding
Athletes	Performance, Unity, Fundraising	Technical wear, Team gear	Sport-specific branding
Parents	Support, Gifts, Pride	Classic styles	Full university name preferred

2. Brand Identity Usage Guidelines

Logo use must be approved by Brand 360 in all cases.

Context	University Name Required	Icon Only Acceptable	Hybrid Approach
Official Events	✓ Ceremonies, Conferences	X	University Name prominent, Icon secondary
External Meetings	✓ Partnerships, Media	X	Full institutional identity
Recruitment	✓ Tours, Fairs, Visits	X	University Name mandatory
Internal Casual	X	✓ Gym, Dining, Dorms	Icon, University Name optional
Athletics	✓ Game uniforms	✓ Practice gear	Depends on NCAA rules
Fashion/Trendy	X	✓ Streetwear, Limited editions	Artistic interpretation
Professional Casual	Sometimes	✓ Subtle accessories	Context-dependent
Fundraisers & Merchandise	✓ Licensed products	X	Legal requirement

3. Production Method Comparison Chart

Method	Best For
	Premium, Professional, Hats, Uniforms, Monogramming
Embroidery	Abbreviated Logos: Use Brand 360 Approved Shortened Group / Department Name (Practical size is 3" – 4" long)
Screen Print	Large Quantities, Events, Volunteers
Heat Transfer	Personalization, Low Quantities
Direct to Garment Printing	Full-color designs, photos

Method	Best For
Dye Sublimation Printing	Full-color designs, photos on White background
Laser Engraving / Laser Etching	Outerwear
Patches- Woven, Leather, Faux Leather, Dye Sublimated, Printed, Embroidered	Uniforms, Hats, Collectibles, Awards
Woven & Printed Labels	Premium, Awards
Applique'	Letterman, Fashion, Bold and Dimensional
Vinyl	Names, Numbers
Badges & Name Lanyards	Switching from Garment to Garment

4. Garment Type Selection Guide

Garment Category	Embroidery	Screen Print	Heat Transfer	Patches	Typical Use Case
Polos	★ ★ ★	★	★ ★	X	Professional, Golf, Uniforms
T-Shirts	★	★ ★ ★	★ ★	X	Events, Casual, Uniforms, Volunteers
Hoodies	★ ★	★ ★ ★	★ ★	★	Students, Parents, Uniforms
Jackets	★ ★ ★	★	★ ★	★ ★ ★	Premium, Awards, Uniforms
Caps/Hats	★ ★ ★	★ ★	★	★ ★	Teams, Uniforms
Athletic Wear	★	★ ★	★ ★ ★	X	Sports, Gym
Bags	★ ★ ★	★ ★	★ ★	★ ★ ★	Orientation, Gifts, Events
Dress Shirts	★ ★ ★	X	★	X	Executive, Formal, Events

★ ★ ★ = Excellent | ★ ★ = Good | ★ = Acceptable | X = Not Recommended

5. Use Case Quick Decision Matrix

Scenario	Recommended Method	Branding
New Student Orientation	Screen Print	Full Name
Staff and Faculty Uniforms	Embroidery	Dept / Group Name + Seal designed for stitching, approved by Brand 360
Donor Recognition Dinner	Embroidery	Full Name + Seal
Intramural Team Jerseys	Heat Transfer	Icon + Numbers
Alumni Reunion	Screen Print	Vintage Full Name
Executive Gifts	Embroidery	Subtle Icon
Study Abroad Program	Patches	Both
Emergency Replacement	Heat Transfer	Match Original

6. Geographic Distribution Chart

Distance from Campus	Brand Recognition	Required Branding	Marketing Focus
On Campus	100%	Icon sufficient	Community, Trendy
Local (0-50 mi)	75%	Icon usually OK	Pride, Support
Regional (50-200 mi)	40%	Name recommended	Recognition, Alumni
National (200+ mi)	15%	Full name required	Prestige, Clarity
International	5%	Complete identity	Full context needed

7. Sustainability Options Comparison

Ask for more sustainable brands, styles, fabrics, etc.

Method	Eco-Rating	Material Options	Waste Level	Recyclability
Water-based Screen	★ ★ ★	Organic cotton	Low	High
Embroidery	★ ★	Any	Medium	Medium
Dye Sublimation	★ ★	White polyester	Low	High
Direct to Garment Printing	★ ★	Natural fibers	Low	High
Plastisol Screen	★	Any	Medium	Low
Vinyl Transfer	★	Any	High	Low
Patches	★ ★ ★	Any (reusable)	Very Low	High

University Apparel Use Case Guide

Executive Summary

A comprehensive university apparel program serves multiple stakeholder groups while strengthening institutional identity, fostering community pride, and generating revenue indirectly and directly. This guide outlines key use cases for both on-campus and off-campus wear, helping key stakeholders design programs and orders that meet diverse needs while maintaining brand consistency.

Target Audiences & Their Needs

Students

- **Identity & Belonging:** Express school pride and connect with campus community
- **Practical Needs:** Affordable, comfortable clothing for daily wear
- **Social Currency:** Trendy designs that look good on social media
- **Memorabilia:** Milestone commemorations (orientation, graduation, special events)

Faculty & Staff

- **Professional Identity:** Appropriate attire for teaching, conferences, and meetings
- **Function:** Role-specific options for functionality
- **Team Building:** Department-specific options for unity
- **Comfort:** Casual days and remote work options
- **Recognition:** Years of service and achievement items

Alumni

- **Continued Connection:** Maintain ties to alma mater
- **Nostalgia:** Vintage and throwback designs
- **Gift Options:** Items for family members and prospective students
- **Reunion Wear:** Class year and special event merchandise

Athletic Teams & Organizations

- **Team Unity:** Coordinated travel and practice wear
- **Performance Needs:** Technical fabrics for training
- **Spirit Wear:** Game day and fan merchandise
- **Fundraising:** Custom items for booster clubs

On-Campus Use Cases

Academic Settings

Classroom Wear

- Casual student apparel (hoodies, t-shirts, joggers)
- Professional options for presentations (polos, quarter-zips)
- Lab and Field appropriate clothing (example: closed-toe requirement compatible)
- Weather-appropriate layers for varying building temperatures

Special Academic Events

- Orientation week cohort shirts
- Academic department merchandise
- Honor society and achievement recognition wear
- Research symposium and conference attire

Professional & Administrative

Work Attire

- Business casual polo shirts and button-downs with subtle branding
- Admissions team and volunteer team coordinated outfits for tours and events
- Facilities and maintenance uniforms
- Security and safety personnel identification wear

Meeting & Conference Wear

- Professional blazers, cardigans, etc with embroidered logos
 - Pro Tip: Use less text with textured apparel. Reserve finer text for occasions when the additional phrasing is needed for the audience and only when the material to be stitched is very smooth.
- Dress shirts with minimal branding
- Accessories (scarves, ties, lapel pins)

Campus Life & Activities

Student Organization Wear

- Greek life apparel with co-branding opportunities
- Club and society specific designs
- Student government and leadership program wear
- Volunteer and service group identification

Residence Life

- Residence hall pride
- Resident advisor uniforms
- Move-in day crew shirts
- Floor and building competition wear

Recreation & Wellness

- Gym and fitness center appropriate attire
- Intramural team jerseys
- Outdoor adventure program gear
- Wellness program participant incentives

Off-Campus Use Cases

Community Representation

Local Events

- Community service volunteer identification
- Local parade and festival participation
- K-12 school visit ambassador wear
- Town-gown relationship building attire

Professional Settings

- Internship appropriate subtle branding
- Job fair and career event attire
- Alumni networking event wear
- Student and athlete recruitment
- Industry conference representation

Personal & Lifestyle

Everyday Casual Wear

- Weekend errands and activities
- Exercise and outdoor activities
- Travel and vacation wear
- Loungewear and sleepwear

Social & Family

- Family weekend matching options
- Holiday and seasonal themed items
- Gift options for supporters
- Youth and baby sizes for future students

Digital & Remote Presence

Virtual Engagement

- Video call appropriate professional tops
- Social media photo opportunities
- Virtual background complementary colors
- Influencer and ambassador programs

Program Implementation Strategies

Design Considerations

Brand Consistency

- Establish clear logo usage guidelines
- Create approved color palette variations
- Develop style guides for different contexts
- Ensure quality control across vendors (Brand 360)
- Define name vs. icon usage rules (see Brand Identity Usage Guidelines)

Brand Identity Usage Guidelines

When University Name MUST Be Included

Official Representation

- Admissions tour guide apparel
- Recruitment event staff clothing
- Conference and academic presentation wear
- Media appearances and interviews
- Government relations and lobbying visits
- International delegation visits
- Formal ceremonies and commencement
- Presidential and executive team attire

External Partnerships & Collaborations

- Corporate partnership meetings
- Community outreach programs
- K-12 school visit programs
- Joint venture announcements
- Research collaboration presentations
- Grant application presentations
- Industry advisory board meetings
- Alumni association official events

Legal & Compliance Requirements

- Licensed merchandise for retail sale
- NCAA/conference athletic apparel
- Trademark protection items
- Fundraising campaign materials
- Development and donor event wear
- Official university uniforms
- Safety and security personnel
- Emergency response team identification

First Impression Contexts

- New student orientation leaders
- Parent and family weekend hosts
- Campus visit volunteers
- Career fair representatives
- Study abroad program materials
- Online learning promotional items
- Transfer student ambassadors
- International student welcome kits

When Icon/Logo Only Is Acceptable

Internal Community Wear

- Student recreational apparel
- Casual day staff options
- Residence hall spirit wear
- Intramural sports jerseys
- Study group and library wear
- Dining hall casual clothing
- Gym and fitness center attire
- Campus shuttles and Transportation and Parking Services staff

Subtle Professional Options

- Minimalist accessories (watches, jewelry, pins, lanyards, badge holders)
- Laptop stickers and decals; Phone cases and tech accessories
- Subtle embroidered polos for remote work
- Golf shirts for informal networking

- Athletic leisure wear
- Premium executive gifts
- Leather goods and wallets
- Etc

Fashion-Forward Designs

- Streetwear collaborations
- Vintage and retro throwbacks
- Abstract and artistic interpretations
- Seasonal fashion collections and student designer showcases
- Trendy social media merchandise
- Music and cultural event items

Sport & Performance Wear

- Practice jerseys and gear
- Warm-up suits
- Athletic apparel
- Fan gear for internal games
- Recreation center equipment
- Club sports uniforms
- Fitness class participant wear
- Running club gear

Hybrid Approach Guidelines

Graduated Visibility Strategy

- **Front:** Icon only for style
- **Back:** Full university name for identification
- **Sleeve:** Abbreviated name or acronym
- **Interior tag:** Complete branding information
- **Hem label:** Icon or full university name branding

Context-Dependent Flexibility Examples

- Morning: Professional with full name for meetings
- Afternoon: Icon-only polo for campus work
- Evening: Stylized design for social events
- Weekend: Abstract representation for personal time

Audience-Specific Decisions

- **Prospective students:** Always include name
- **Current students:** Icon acceptable
- **Parents:** Name preferred
- **Alumni:** Either option based on event
- **General public:** Name required
- **Internal meetings:** Icon sufficient

Special Considerations

Co-Branding Scenarios When partnering with other organizations:

- University name is required when other brand names are present
- Icon only is acceptable for internal collaborations
- Equal prominence rules apply
- Clear space requirements doubled

Digital vs. Physical Applications

- **Digital profiles:** Icon often sufficient due to text accompaniment
- **Physical merchandise:** Name needed for standalone items
- **Temporary items:** Icon acceptable (rally towels, stickers)
- **Permanent items:** Name preferred (buildings, monuments)

Geographic Considerations

- **Local** (within 50 miles): Icon generally recognizable
- **Regional** (within state): Name recommended
- **National:** Full name required
- **International:** Complete institutional identity essential

Inclusivity & Accessibility

- Extended size ranges (XS - 6XL and Tall sizes)
- Gender-neutral options
- Adaptive clothing for disabilities
- Cultural and religious considerations
- Price point variety for economic accessibility

Distribution Channels

Special Programs

- First-generation student welcome packages
- International student orientation kits
- Employee onboarding bundles
- Graduation gift sets
- Speaker and special guest gifts
- Performance recognition programs
- Uniform and accessory programs
- Promotional and custom university gear programs

On-Campus Retail

- Main bookstore operations
- Pop-up shops for special events
- Department-specific ordering portals
- Vending machines for basics

Digital Platforms

- E-commerce site
- Mobile app integration
- Social media shops
- Alumni portal access

Sustainability Initiatives

Environmental Responsibility

- Durable, functional items, highly useful and considered valuable to recipients
- Reduced impact options (eg organic, recycled, carbon neutral, reclaimed water)
- Certified and accredited options
- Local, responsible sourcing when possible
- Profit sharing for environmental health and wellness
- Upcycling gently used products
- Buyback and recycling programs
- Vintage and thrift partnerships

Social Responsibility

- Fair labor practice vendor partners
- ESG strong vendor partnerships
- Student employment opportunities
- Community donation programs

Measuring Success

Key Performance Indicators

Engagement Metrics

- Social media mentions and tags
- Event participation rates
- Sales volume by category and audience
- Repeat purchase rates

Brand Impact

- Campus pride survey results
- Prospective student impressions
- Alumni engagement correlation
- Community perception studies

Financial Performance

- Increased enrollment, engagement, event attendance, etc.
- Reduced turnover
- Revenue generation
- Profit margins by category
- Licensing and royalty income
- Cost per student served

Feedback Mechanisms

Continuous Improvement

- Student focus groups
- Employee satisfaction surveys
- Alumni advisory committees
- Social media sentiment analysis
- Return and exchange data analysis

Best Practices & Recommendations

Launch Strategy

1. Start with core essentials based on stakeholder needs
2. Expand based on demand data
3. Create seasonal and limited editions for immediate engagement
4. Partner with student organizations for co-creation
5. Implement pre-order systems for specialty items

Quality Assurance

- Establish minimum fabric and construction standards
- Require vendor partner samples before bulk orders
- Implement review systems
- Determine clear return and exchange policies
- Regular vendor performance evaluations

Marketing & Promotion

- Student ambassador programs
- Welcome gifts and kits for new and returning students, faculty, and staff
- Social media campaigns and contests
- Collaboration with athletic marketing
- Create and communicate program schedules for bulk buys

Innovation Opportunities

- Customization and personalization options
- NFT and digital gear
- Seasonal selections
- Subscription box services
- Cross-institutional, association, and consortium collaborations (eg LVAIC, etc)

Conclusion

A successful university apparel program is a powerful tool for community building, brand advancement, and stakeholder engagement. By addressing diverse use cases for both on-campus and off-campus wear, apparel programs can serve practical needs while strengthening institutional identity and pride. Regular assessment and adaptation ensure the program remains relevant and impactful across all groups. Use case guide updates are ongoing, as new needs emerge.

Appendix: Quick Reference Checklist

Essential Program Elements

- Core product line defined
- Brand guidelines established
- Name vs. icon usage rules documented
- Inclusive options available
- Multiple options offered within set parameters
- Distribution channels operational
- Quality standards documented
- Sustainability practices implemented
- Feedback systems active
- Marketing strategy deployed
- Success metrics tracked