



USU Extension Marketing: Policy for Branded Goods

Belt Buckles, Plaques, and Stickers

We received clarification from Extension Marketing regarding belt buckles, plaques, and stickers as of March 2026.

Branded Goods Review Required

Belt buckles, plaques, and stickers are all considered branded goods and must be submitted through the [Branded Good Artwork Review Form](#) (ServiceNow process) before ordering.

This allows USU Extension Marketing to:

- Ensure proper university representation
- Track royalty-free branded goods if the logo isn't printed on it
- Confirm appropriate logo use
- If the USU Extension logo cannot be used due to space or design limitations, note that in the comments section. Items can be reviewed case by case.

Buckle Box Recognition Card

For belt buckles, please include a business card-sized insert that reads:

“Compliments of USU Extension”
(with the USU logo)

Please use this version or a close variation that maintains logo standards.



Example of insert
(3.5" wide x 2" tall)



Example of business card placed with item

Plaques and stickers will be evaluated case by case regarding recognition language.

Please build review time into your ordering timeline. Thank you for helping ensure consistent Utah 4-H and USU Extension branding statewide.