

UCF Promotional Item Guidelines

Promotional items should do more than bear a logo — they should reflect our values, ambition, and purpose.

Before You Order, Ask Yourself:

- **Does this item align with UCF's brand strategy?**

UCF is a university for those who dare to think and act boldly. We are innovators, problem-solvers, and impact-makers. Your item should reflect this spirit — not just in form, but in purpose.

- **How does this support your unit's unique story within the UCF brand?**

Each college, division, and department brings our brand to life in a different way. Use promotional items to showcase your distinctive role in advancing innovation, opportunity, or impact — through research, teaching, partnerships, or community engagement.

- **Will this item be kept, used, and valued?**

Avoid disposable, generic giveaways. Choose items that reflect thoughtfulness and utility — something that sparks conversation or demonstrates care for the recipient.

- **Are you reinforcing UCF's values of scale, innovation, and action?**

We stand for:

- **Opportunity at Scale** - Supporting access, affordability, and practical experience
- **Innovation Without Limits** - Powering breakthroughs in research and tech
- **A Culture of Bold Action** - Daring to lead, build, and challenge convention
- **Impact That Moves the World** - Creating measurable real-world change

Examples of Better Choices:

- A journal featuring prompts about dreaming big or innovating
- A tech accessory that supports work or learning
- A story card or QR code with a link to a student, alumni, or research success story
- A specialized item that ties into your discipline (e.g., health science kits, space patches, mini circuit kits)

Avoid:

- Generic pens, stress balls, or items without clear purpose
- Slapping a UCF logo on default merchandise without intention
- Ordering just to spend down the budget

Stay On Brand:

Use your promotional spend to advance UCF's brand purpose: *"Boldly inventing the future."*

Use only approved UCF logos or official Unit Identifier Lockups.

To ensure consistency and brand integrity, all promotional items must feature approved UCF marks. If you're unsure whether a logo is approved, contact brand@ucf.edu before placing your order.