

MERCHANDISE ORDERING GUIDE

August 2026

Miami University Regionals + Miami University Polytechnic

WHICH BRAND SHOULD I USE?

Use Miami University Regionals when...	Use Miami University Polytechnic when...
 ✓ Your audience is the general public ✓ The event includes multiple academic programs ✓ The initiative represents Miami Regionals as a whole ✓ The program is not officially Polytechnic	 ✓ The audience is focused on an approved Polytechnic program ✓ The event promotes an approved Polytechnic initiative ✓ The merchandise represents Polytechnic specifically
Note: These guidelines apply to Miami University Regionals and Miami University Polytechnic merchandise. University units with established institutional brands (such as Libraries or Nursing) should continue using their approved branding unless otherwise directed.	

APPROVED POLYTECHNIC PROGRAMS

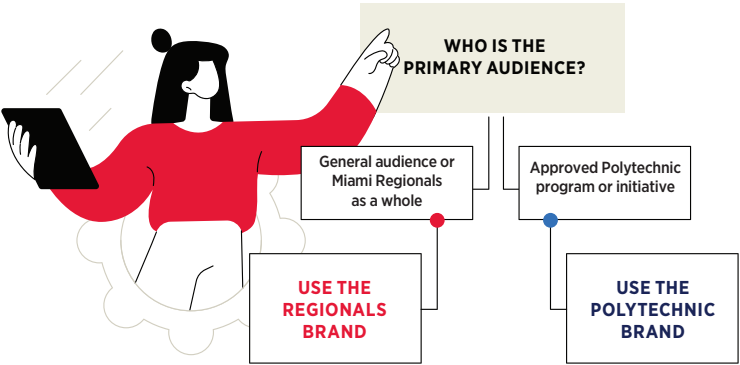
Current Polytechnic Programs

- Applied Biology
- Information Technology
- Engineering Technology
- Early College Academy Engineering Technology Pathway
- Advanced Manufacturing Workforce and Innovation Hub
- Additional approved Polytechnic programs

SITUATIONAL USES

Unit	Regionals	Polytechnic
Admission	General visit day	Polytechnic recruitment event
Career Services	Campus-wide employer fair	Employer event for Polytechnic majors
Dean's Office	Regional initiative	Industry conference about Polytechnic
Conservatory	General camp	Camp supporting Polytechnic programs
Advanced Manufacturing Workforce and Innovation Hub (AM Hub)	General academic presentation	Presentation focused on the AM Hub, ENT, or another approved Polytechnic initiative

WHEN IN DOUBT, ASK ONE QUESTION:



MERCHANDISE ORDERING

Approved Vendors

Artina promoplace.com/miamioniversitypolytechnic	Magellan Promotions magellanpromotions.com	EAS Sportswear eassportswear.com
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Remember

- Logos are provided directly to vendors.
- Smaller orders are encouraged.
- Additional merchandise options are available through approved vendors.

FIVE COMMON QUESTIONS

Can I use Polytechnic because my event is hands-on?
No. Hands-on learning alone does not qualify something as Polytechnic.

Can I mix both logos on the same shirt?
Generally no, unless approved by Regionals Marketing.

Our department has one Polytechnic program and one non-Polytechnic program. Which logo do we use?
Use the logo that matches the primary audience and purpose of the item.

I'm ordering for Career Services. Which logo should I use?
It depends on the audience. General student services use Regionals. Polytechnic-focused employer engagement may use Polytechnic.

I'm still not sure.
Contact Regionals Marketing before ordering.

NEED HELP?

Questions regarding which brand to use for a specific event, initiative, or merchandise order should be directed to:

Regionals Marketing
RegionalsMarketing@MiamiOH.edu

