



## ABOUT LOGOS ON DEMAND

J. Patton is a pioneer in digital logo management, with over 12 years of experience in managing the brands of SMA, the NHL, The Collegiate Licensing Company, John Deere and NASCAR among others. This experience enables J. Patton to provide a fast, efficient web-site with the highest level of quality vector logos and the most knowledgeable customer support.

To ensure the accuracy of collegiate logos used by licensees, the staff at **J. Patton** works with **each university** and **SMA** to maintain the most up-to-date logo sheet in the cleanest digital, vector format. The time invested by **J. Patton** to clean each logo can save licensees considerable time and money in the pre-production process and ultimately provide a better looking product.

### Key Features:

- 24/7 access to the latest university artwork
- Clean, vector format files
- Approved Institution Verbiage is supplied on each logo sheet
- Approved PMS and thread colors supplied on each logo sheet
- All pertinent logos are organized for simple access
- Automatic email updates to authorized users for logo changes
- Integrated with the Approvals On Demand system
- Immediate access to new logo unveilings (no waiting for logo sheets)
- Access to "pre-approved" embroidery stitch files via Stitches On Demand
- Knowledgeable customer support

### Contact:

Enroll online:  
[www.jpattonondemand.com/sma](http://www.jpattonondemand.com/sma)

p| 770.612.0931  
f| 770.612.0439  
e| [questions@jpattonondemand.com](mailto:questions@jpattonondemand.com)

### Sample Logo Page:

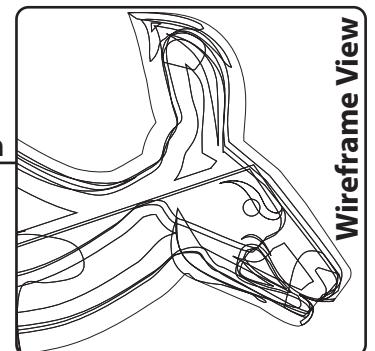
FAIRFIELD UNIVERSITY					
VERBIAGE Fairfield University® Fairfield™ Fairfield University Stags® Fairfield Stags ® Stags™					
GENERAL INFORMATION Location: Fairfield, CT Mascot: Stags Established Date: 1942 Conferences: Metro Atlantic Athletic Conference (MAAC) NCAA Div. I					
PANTONE COLORS FAIRFIELD RED: PANTONE 186 FAIRFIELD GRAY: PANTONE 429 FAIRFIELD BLACK: PANTONE PROCESS BLACK					
THREAD COLORS MADEIRA: RED - 1147 / GRAY - 1011 BLACK RAL: RED - 2263 / GRAY - 2592 BLACK					
PRIMARY MARKS		PRIMARY MARKS			
PRIMARY MARKS		PRIMARY MARKS			
SECONDARY MARKS		SECONDARY MARKS			
ALTERNATE MARKS		ALTERNATE MARKS			
FAIRFIELD RED		FAIRFIELD GRAY		FAIRFIELD BLACK	

You must use the approved university colors or the PANTONE colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. PANTONE® is a registered trademark of PANTONE, Inc.

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### Logo Post Production:

Each logo undergoes a 14 point cleanup process.



Post production

