

# Ordering branded merchandise for your Club/Society

As an AUBSU club/soc, you might want to purchase some branded merchandise for your members. This could be general club/soc branded clothing or for a special event or trip. You're more than welcome to do this and it's completely up to you what you order.

We've put together this guide to help you with suppliers, design and ordering, as well as branding. As an official AUBSU club/society, we need to be sure that you're representing AUB in the best way!

## Suppliers

AUBSU gets all their clothing from [JSW Uni Clothing](#). They partner with [Yazzoo](#) for personalised clothing, which means that you can get your own designs printed. These are our recommended suppliers and we encourage you to buy through them. However, if you find somewhere else, you're welcome to use them too.



### JSW have given these estimated prices (for a two-colour design)

10+  
Hoodies £15.99, Tees £7.99

24+  
Hoodies £11.50, tees £5.99

50+  
Hoodies £10.99, Tees £5.50

(These are not quotes and should only be used only to get an idea of costs)

## Ethical & Sustainable Clothing

We know that cost is key and you want your merch to be as affordable as possible. However, we do ask that you think about how & where your clothing is produced and opt for a Fairtrade or Fairwear product if possible. Usually it's only a few quid more per person, which isn't much to ask really.

Read more about how to spot sustainable and ethical clothing products [here](#).

### **Design**

As arts uni students, we reckon you've probably got this sorted. Design something yourself or ask a mate. Some key things to remember:

- Work in CMYK, as your design will be going to print.
- Printer companies usually like vectors or high DPI images (300DPI).
- Avoid sending as a JPEG, as this will include a white background. Opt for a PDF file or transparent PNG unless otherwise specified.
- Where possible, convert text to outlines to avoid font replacement, especially when using non-standard fonts.
- Keep your design simple! Bold shapes and large text will work best and avoid printing mishaps.
- Check print space with the supplier. JSW has said that generally they won't print any bigger than 280mm x 320mm
- The more colours you use, the more expensive the product. We suggest keeping to two colours. Don't forget to make use of the background t-shirt colour!
- Think about whether you'll be printing on the front or back or both - this will effect price too.
- Include the AUBSU logo and any other relevant logos (sponsors etc.) You can download our AUBSU logo from the [website](#). Get in touch with office staff if you require colour alternatives.



### Ordering

You can go about this in a few ways but here's our suggestion (we've used a hoodie as an example):

1. Get interest: find out how many people want a hoodie and what kind of hoodie they want and their size. Try and get people interested! The more orders, the cheaper they'll be. Talk to AUBSU - we can give you invoice info so you can pay directly from your account.
2. Design some artwork for your hoodie and chose the garment colour. Make sure everyone is happy with it.
3. Ask for a quote from your chosen supplier (or a few to compare prices) for that amount of hoodies. Give them as much info as possible (amount of colours, size, placement etc. - send them a rough design to get a more accurate price).

Get an idea of lead time too - have you got a deadline for when you need the hoodies?

4. Let those interested know the final price and collect money from everyone (make sure to split the cost of artwork set up and delivery too!). Be strict and give a deadline! You don't want to be footing anyone else's bill.
5. Check final design with AUBSU so that we can ensure that it's branded correctly and not offensive to anyone!
6. Make sure you double and triple check your design for any errors then place your order! It is usually your responsibility to check quotes and mock-ups so it will be your responsibility to spot any mistakes the company has made, as well as your own!
7. Upon receiving your order, check it over and make sure it's all okay! Look for dirt, ink stains or anything unsatisfactory.

Be sure to protect yourself from any confusion or allegations when ordering on behalf of other people. We recommend using an order form and evidencing money collection through a signed checklist of who has paid and what size they wanted.

You don't want to be in a situation where someone says they have paid when they have not, or the person in charge of ordering says that they haven't received money from someone who has given it.

AUBSU will try and resolve any conflicts or issues but this will be difficult if there is no evidence to point to who is in the wrong.