|  |  |  |
| --- | --- | --- |
| Logo  Description automatically generated |  | MERCHANDISING  Merchandising Activity #4 |

# A picture containing text, sleeve Description automatically generatedPRODUCT DESIGN

\* Important Note: In this step of the product development process, it is important for the merchandising team and the marketing team to collaborate. Branding is one of the most important aspects of your program, so make sure the marketing and merchandise teams are on the same page from a strategic branding perspective.  
  
Now that you have identified the type of products that you will offer, it is important to design the product. Consider partnering with a digital design or art class to assist with the development of your merchandise.   
  
Alternatively, there are a variety of websites online that offer templates and basic design tools making it easy to upload your school colors and logo to help create your merchandise.   
  
To help get the process started, use the templates provided in this activity to get a general idea of what you would like your products to look like. You might also want to consider offering products that offer a secondary logo or alternative branding, if your research suggests your fans would purchase those products.

## T-shirt Template:



## Golf Shirt Template:

A picture containing text

Description automatically generated

## Hoodie Template:

A picture containing text

Description automatically generated

## Long Sleeve Shirt Template:

Shape

Description automatically generated

## 

**Hat Template**

A picture containing linedrawing, vector graphics

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**Coffee Mug Template**

Icon

Description automatically generated