

# Vendor Co-Branding Policy

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FLITE will co-brand our vendor resources with an appropriate Ferris State University or Michigan eLibrary logo whenever possible. If text is the only option available, the text will be “Ferris State University Library” and/or “Michigan eLibrary”.

A color logo will be preferred over a black and white logo.

An image logo will be preferred over text unless the image logo does not meet ADA compliance standards on the vendor’s platform. For example, if we can only submit an image with a link to <https://ferris.edu/library> and there is no option to add alt text then we will have to use the text “Ferris State University Library”. (The Web Services Librarian will review all vendor platforms once the project has been completed and make adjustments as needed.)

If there is the option to add two logos to content provided by the Michigan eLibrary, the Michigan eLibrary logo will be the first logo. If only one logo can be used, then it will be the Michigan eLibrary logo.

*Please note that vendors vary widely in the type, size, color, and prominence of co-branded logos and text. We will make every effort to be consistent with the preferences stated in this policy, but there will be variation in logo display across all of our vendors.*