

Approved Vendors

Any manufacturer of products bearing the official marks or identifying marks of Western Michigan University Homer Stryker M.D. School of Medicine (WMed) must be licensed before offering the product for sale.

WMed retains the right to approve or disapprove any product submitted and no product using WMed's marks may be produced without the approval of WMed's Office of Communications.

All products bearing WMed trademarks, including text-based treatments, must be purchased from licensed companies. All licensees must obtain advance approval from the Office of Communications to produce new designs and merchandise. Approved vendors agree to meet our branding standards, follow our chain of approvals for projects/items, and are trusted to make sure that our name and our brand always appears in the most professional way possible.

The vendors listed here hold either an internal license which allows a company to produce merchandise bearing the trademarks of WMed for internal consumption or a retail license, which allows a company to produce merchandise bearing the trademarks of WMed to be sold at wholesale or retail. Internal Licensees are typically used by WMed to produce apparel, promotional products and other specific items.

The following are the only vendors pre-approved to use WMed's trademark for graphic design and print, apparel, promotional items or other items customized for student organizations. You are welcome to contact the [Office of Communications](#) to discuss adding a vendor to this list, unless you have been previously told the vendor does not meet our requirements or has not followed our branding standards, despite being provided them.

Purchase orders are required for printing and projects.

Graphic Design

[Derks Studio](#)

[Greenstreet Marketing](#)

(Please send design projects to the Office of Communications, so we can make sure to submit to the correct designer)

Posters

[FastSigns](#) (Vinyl Research Posters)

Contact is [Matt Trottier](#)

[KalBlue Group](#) - Foam Core Signs

(Not approved for research posters)

[FedEx/Kinkos](#) - Quick print projects requiring less than 50 pages and less than a 24-hour turnaround

(Not approved for research posters)

1550 W Michigan Ave., Kalamazoo, MI 49006

[River Run Press](#)

Contact is [Josh Hannapel](#)

Printing

[River Run Press](#)

Contact is [Josh Hannapel](#)

Promotional Items

[Creative Studio Promotions](#)

Contact is [Amy Susan](#)

Retail site

[ShopWMed](#) is our retail site that's available to both internal and external customers. This site has a variety of items available for purchase, including apparel, drinkware, collectibles, and desk accessories. Use of this site is appropriate when only a few items are needed. For larger orders, please use our promotional products vendor.

Approved Vendor for Full Color Embroidery

The only vendor approved for full-color embroidery is CLS. CLS hosts our approved site for all WMed employees to purchase apparel and other items that are embroidered with the logo on a made-to-order basis. The available items are in colors and styles that support our brand identity. Many of these items can be embroidered with a department name, no other personalization is approved. You can expect it will take a minimum of 10 business days to get your item, as the product must be ordered and received from the manufacturer before embroidery can take place. This site is also where uniform items, such as scrubs and white coats, are available to order. **UNIFORM ITEMS ARE ONLY AVAILABLE TO WMED EMPLOYED FACULTY, RESIDENTS, STUDENTS, AND STAFF.** The link to this site is on the WMed portal. The link to this site should not be shared with those who are not WMed employees, faculty, or students. You can find the link on the [WMed Portal](#). (login required)