



Marketing and Communication Guidelines for Statewide Contractors

The following guidelines apply to all cases where your company in its capacity as a Statewide Contractor interacts with Contract Eligible Entities, whether by actively contacting Eligible Entities or by releasing information related to the contract through print materials, website, email, or other means that may be accessed by Eligible Entities.

- 1. Identifying your company as a contractor.** Marketing materials and communications issued by statewide contractors should identify your company as a “Massachusetts Statewide Contractor” or “Massachusetts Statewide Contract Holder.” Contractors should not use phrases such as “preferred vendor,” “state-approved vendor,” “vendor on the state list” or “vendor of choice” (or combinations thereof) in conjunction with the statewide contract, as such phrases are misleading.
- 2. Use of the state seal.** By law, Contractors are prohibited from using the image of the state seal on their marketing materials and communications.
- 3. Use of the COMMBUYS and Statewide Contract logos.** Contractors who have a signed Memorandum of Understanding (MOU) related to OSD Logos for Statewide Contractors may use the logo files provided by OSD for print and online marketing of the Contractors’ goods and services available on Statewide Contract, so long as such usage complies with the terms and conditions outlined in the MOU.
- 4. Contract product identification.** All Contractor staff involved in work on the statewide contract must be aware of the contract scope and its limitations. Staff members must be able to clearly identify products covered (and not covered) by their contract award. All marketing materials and communications, including quotes, containing both contract and non-contract products must clearly identify products that are covered by the contract as such. For catalogs, price lists, and similar materials, which include contract and non-contract products, Contractors may attach a separate document.
- 5. Review of marketing materials.** As required by the Request for Response, Contractors must submit all marketing materials specifically dedicated to the statewide contract for approval by OSD Contract Manager and OSD Marketing and Communications.
- 6. Addition of website link to COMMBUYS.** A Statewide Contractor may request that a link to its website be added to the “Vendor(s)” tab of its contract record on COMMBUYS. Such a link must be for a webpage specifically dedicated to the statewide contract, subject to review, and approval by OSD Contract Manager.
- 7. Revisions.** The Operational Services Division reserves the right to revise these guidelines throughout the life of the contract. Contractors will be allowed at least 30 calendar days to comply with any such changes.