

MARKETING & PUBLICITY POLICY

I. NAME

This document shall be called the Marketing & Publicity Policy.

II. PURPOSE

This policy is, and will be in effect in order to ensure better recognition of the role that the Associated Students (AS) plays in supporting campus and community programs and activities.

III. DATE OF EFFECTIVENESS

This policy shall be effective upon approval of the AS Board of Directors (BOD).

IV. AMENDMENTS

This policy may be amended by a 2/3 majority vote of the AS BOD.

V. GUIDELINES

- A. All Marketing and Publicity efforts associated with the AS, including programs, services, facilities, and business enterprises should be created and distributed in line with the most recent edition of the AS Branding Guidelines.
- B. Marketing (e.g., press releases, print and digital ads, posters, flyers, etc.) concerning programs or activities involving AS funds should credit the AS with sponsorship or co-sponsorship. Programs should identify themselves as a service or program of the AS and/or use the AS logo per the AS Branding Guidelines. This also applies to advertising for contract programs and funded projects.
 - 1. Contract programs should, at all times, attribute the AS for funding allocated on their program website with the AS logo, or otherwise approved mark.
- C. Programs are expected to submit copies of all marketing/publicity or public information pieces to the Marketing & Design Department for approval if not otherwise created by the AS Marketing & Design team.
- D. Although it is recognized that not all communications or all media vehicles lend themselves to the policy, compliance with the spirit of the policy is mandatory.

Approved BOD: 12-9-88
Clean-up Changes: Summer 1999
Revised: 4/20/22