BACKGROUND AND PURPOSE

This policy is intended to ensure that the Associated Students Logo is not misused while enabling the campus community to use the logo.

POLICY STATEMENT

All members of the campus community serve as associated Student Ambassadors by following these guidelines related to proper use of the Associated Students’ name and image. If you have any questions or comments about this
material, please contact the Marketing and Communications Department at marketing@asi.sfsu.edu or (415) 338-2771.

### APPLICABILITY TO THE POLICY

This policy applies to student and staff members of Associated Students (AS). Any and all organizations that receive funding from AS should be in compliance with the following policy.

### DEFINITIONS

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associated Students Logo</td>
<td>An emblem designed to represent Associated Students at San Francisco State University which should be on all official AS documents, memos, banners, fliers, etc.</td>
</tr>
<tr>
<td>Board of Directors (BOD)</td>
<td>The student body of elected or appointed members who oversee and approve the activities of Associated Students at San Francisco State University</td>
</tr>
</tbody>
</table>

### AMENDMENTS

This policy may be amended by a majority vote of the AS Board of Directors (BOD). The Associated Students Logo is to be used by all organizations that receive AS funding for both on and off campus events.

The AS Logo needs to be attached to all banners, fliers, and documents that are being used to advertise the event. The AS Logo is not to be duplicated, forwarded to unauthorized individuals and/or organizations. The Logo cannot be used for events that haven’t been approved and/or funded by Associated Students.

### PROMOTIONAL ITEMS

The ordering of any promotional materials by a recognized Associated Student program, service, staff or BOD member must be executed via the AS Marketing and Communications Department.

### SOCIAL MEDIA

This section is designed for staff members that manage a social media account for AS.
Use of AS logos and visual references should comply with this policy. All social media platforms should include “Associated Students (Program Name)”. All photos that are created by the marketing department must include the AS logo to ensure proper branding and visual transparency.

**AS PROGRAMS**

The Associated Students logo shall be placed on all publicity and deliverables that promote Associated Students. Only flyers that have been approved by the Marketing Department and Programs may be utilized. All videos, print, promotional and digital content must include the AS Logo and provide accurate credit for Associated Students. The manual shall be referenced with any social media concerns; additional concerns should be taken up with the department directly.

**STUDENT ORGANIZATIONS**

Any student organizations funded by Associated Students must include the AS logo on their flyer/brochure (in the bottom half of flyer) including all social media campaigns/video content in order to be approved and processed for use of printed and digital signage.

**BUSINESS CARDS**

The request form should be completed by either the director, manager of the department/program, or human resources. Once the project is completed, an email with the attached file will be sent out for approval. After approval is finalized, it will be the department/program’s responsibility to take care of their own printing.

**FORMS AND VISUALS**

Attachment A: New Project Request Form  
Attachment B: Business Card Request Form  
Attachment C: Primary Logo, Horizontal  
Attachment D: Secondary Logo, Vertical  
Attachment E: Primary Logo Colors  
Attachment F: Secondary Logo Colors  
Attachment G: Typography  
Attachment H: Business Cards  
Attachment I: E-Mail Signature
**NEW Project Request Form**

All events and projects should be approved by their respective supervisors before proceeding to filling out and submitting a Marketing Project Request.

For projects still waiting approval, please exit this form.

Please Fill Out All Necessary Fields On This Form.

The Marketing and Publicity Department cannot guarantee any project deadlines requested, but will work with you to ensure a timely turnaround. We recommend up to 6 weeks to request a project, in order to ensure 2 weeks of publicizing for the event. Some projects may take longer based on our current workflow and the nature of the project.

Please don’t hesitate to contact us for questions or concerns.

**Requester’s Information**

<table>
<thead>
<tr>
<th>Department or Program Name [Required]</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Department or Program Director Name [Required]</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Requester’s Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>If different from the Program Director. NOTE: All requests should be pre-approved by the respective Program Director</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Department or Program Phone Number [Required]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid input:</td>
</tr>
<tr>
<td>- must be 10-15 digits long and may include only numbers, hyphens, and spaces.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Department or Program Email Address [Required]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid input:</td>
</tr>
<tr>
<td>- <a href="mailto:name@myschool.edu">name@myschool.edu</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Is this a project request for an event? [Required]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid input:</td>
</tr>
<tr>
<td>- Select only one choice.</td>
</tr>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
</tr>
</tbody>
</table>

**Project Information**

<table>
<thead>
<tr>
<th>Name of Project or Event [Required]</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Date of Event [Required]</th>
</tr>
</thead>
<tbody>
<tr>
<td>If the project is not an event, please put the deadline for the project instead.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brief Description of Project or Event [Required]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please give us an overview of the event or project.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Information to be included in the Event or Project promotional materials [Required]</th>
</tr>
</thead>
<tbody>
<tr>
<td>This is in addition to the Event/Project name, date, time. Please include all information that can be included in the promotional materials such as location (if applicable), a short blurb about the event, guest speakers and attractions, and other desired information</td>
</tr>
</tbody>
</table>

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*Page 1 of 3* - NEW Project Request Form
Project Services (Event)

Here is the list of recommended deliverables for events. If you wish to either exclude or include additional deliverables, please specify below. Additional deliverables to be approved based on the marketing department’s discretion.

Print

- Flyers (quarter sheets)
- Small Posters (~Tabloid size 11” x 17”)

Digital

- Digital Signage for TV Screens
- Facebook Event Banner
- Instagram Image
- Website Banner

Additional Materials

- [ ] Large Format Poster
- [ ] Event Program/Brochure

Additional Materials not specified in this page
Please write any additional materials that you wish to request but were not included as part of the recommended deliverables or not listed as part of the ‘Additional Materials’ list. Please list it on the text box below.

Notes regarding the project deliverables or design
You can write notes, specifications, special requests, regarding the design or the deliverables that you wish the team to consider.

Project Services (General)

What deliverables do you want for this project? Please check all that apply. If your desired deliverable is not included in the list, please enter it on the text box below.

- [ ] Small (~Tabloid size 11” x 17”) Poster
- [ ] Large Format Poster
- [ ] Brochure/Pamphlet
- [ ] Digital Signage
- [ ] Facebook Banner
- [ ] Facebook Photo
- [ ] Instagram Photo

Deliverable desired but not listed on the list above
Please list it on the text box below.

Notes regarding the project deliverables or design
You can write notes, specifications, special requests, regarding the design or the deliverables that you wish the team to consider.
Upload logos, photos, and files for our team to use

Please upload any additional logos that you wish to be included. Upload photos and files that can be used that can be used as resources by the design team. When uploading multiple files, please upload them in a compressed/zipped file folder (.zip file).

For a guide on how to compress files, click one of the links below.

Mac OS http://support.apple.com/kb/PH13064

File Upload
Maximum size is 20MB. For files that exceed 20MB, please contact the marketing team.

File Upload

Do you wish to meet with the Marketing team for this project?

Do you wish to meet with the marketing team to further discuss the project?
Valid input:
- Select only one choice.

[ ] Yes
[ ] No

Additional Notes regarding uploaded files.

Schedule a meeting with the team

Please let us know your availability below. Please list as many available time slots as possible and we will try our best to fit you in our schedule. We will contact you and schedule you for a 30 minute meeting with one of your listed date and time.

Availability (Date and Time) [Required]

Availability (Date and Time) [Required]

Availability (Date and Time)

Availability (Date and Time)

Availability (Date and Time)
Attachment B: Business Card Request Form

Business Cards

Business Card Request Form

Purpose:
To facilitate and streamline the process of producing business cards for staff, an orgsync form must be submitted. The request form should be completed by either the director, manager of the department / program, or human resources. Once project is completed, an email with the attached file will be sent out for approval. After approval is finalized, it will be the department / program's responsibility to take care of their own printing.

Procedure:
Go to https://orgsync.com
Fill out and submit Business Card Request Form https://orgsync.com/57650/forms/136533
Approve File
Send to print

To request a business card please fill out the form with the required information.

Page 1

Contact Information
Valid input:
- must be 10-15 digits long and may include only numbers, hyphens, and spaces.
- name@myschool.edu

First name:
Middle initial:
Last name:
Email address:
Phone number:
Address:
City:
State:
ZIP:

Title

Department

File Upload
If you simply wish to create more of an existing business card, you can scan and upload here.
Attachment C: Primary Logo, Horizontal

Color

Black and White
Attachment D: Secondary Logo, Vertical

Color

Black and White
Attachment E: Primary Logo Colors

Pantone Coated 2755 C
R35, G17, B97
C97, Y100, M0, K30
Web: HTML #231161

Pantone Coated 117 C
R201, G151, B0
C6, Y27, M100, K12
Web: HTML #C99700
Attachment F: Secondary Logo Colors

Pantone Cool Gray 3 C  
R200, G201, B199  
C8, Y5, M7, K16  
Web: HTML #C8C9C7

Pantone Cool Gray 7 C  
R1151, G153, B155  
C20, Y14, M12, K40  
Web: HTML #97999B

Pantone Cool Gray 10 C  
R99, G102, B106  
C40, Y30, M20, K66  
Web: HTML #63666A
Attachment G: Typography

GOTHAM

BOOK:
ABCDEFGHILK
MNOPQRSTUVWXYZ
123456789

MEDIUM:
ABCDEFGHILK
MNOPQRSTUVWXYZ
123456789
Attachment H: Business Cards
Attachment I: E-Mail Signature
Logo Use Policy was Reviewed and Approved by the AS Board of Directors on 09/14/2001
Logo Use Policy and Branding Guidelines was Revised and Approved by AS Board of Directors on 03/29/2017