

LOGO USE POLICY

BACKGROUND AND PURPOSE.....	1
POLICY STATEMENT.....	1
APPLICABILITY TO THE POLICY.....	2
DEFINITIONS.....	2
AMENDMENTS.....	2
PROMOTIONAL ITEMS.....	2
SOCIAL MEDIA.....	3
AS PROGRAMS/ DEPARTMENTS.....	3
STUDENT ORGANIZATIONS.....	4
USE OF PLASMA SCREENS IN THE CESAR CHAVEZ STUDENT CENTER FOR PROMOTIONAL MATERIALS.....	4
BUSINESS CARDS.....	4
WORKING WITH THIRD PARTIES.....	4
FORMS.....	4
LOGO USE POLICY AND BRANDING GUIDELINES APPROVAL AND REVISION HISTORY.....	5

BACKGROUND AND PURPOSE

This policy is intended to ensure that the branding, logo, and public image of Associated Students (AS) is upheld in a consistent and favorable manner.

POLICY STATEMENT

In order to better accomplish the mission of Associated Students through our various student run programs, outreach, and dedication to shared governance, this policy serves as a set of guidelines to ensure that the campus community, as well as the general public, recognizes the presence and impact of Associated Students on behalf of the students of San Francisco State University. Through the use of consistent branding, AS will be better able to publicize the resources we provide our students and create a sense of unity among the various services AS offers.

APPLICABILITY TO THE POLICY

This policy applies to all employees, Board members, and affiliates of Associated Students. Additionally, any and all student organizations that receive funding from AS should be in compliance with the following policy.

DEFINITIONS

Term	Definition
Associated Students (AS)	The student government of San Francisco State University which serves as the official voice of students. AS promotes an enriched co-curricular student life experience and is dedicated to the empowerment of SF State's diverse student body through a commitment to social justice and shared governance. AS provides and supports services and programs, maintains fiduciary responsibility, and engages in campus-wide collaborations and external advocacy efforts.
Assistant Executive Director of Marketing and Communications (AEDMC)	This position oversees the Marketing and Communications of Associated Students. They manage the team responsible for the design of all promotional materials affiliated with all departments/ programs of AS, as well as the general branding and image of the organization as a whole.
Board of Directors (BOD)	The student body of elected or appointed members who oversee and approve the activities of Associated Students at San Francisco State University
Graphic Designer	The Marketing student staff person(s) responsible for the design of all AS affiliated promotional materials, both printed and electronically published.
Logo	An emblem designed to represent Associated Students at San Francisco State University which should be on all official AS documents, memos, banners, fliers, etc.
Webmaster	The Marketing student staff person(s) responsible for the maintenance and execution of any and all electronically published materials on behalf of AS. This includes, but is not limited to, the AS website and AS controlled plasma screens in the Cesar Chavez Student Center.

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 or 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. Circumventing the appropriate process for ordering and creating such materials is in direct violation of this policy and represents a misuse of AS funds.

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 or an AS affiliated department/program must include the AS logo to ensure proper branding and visual transparency. The Marketing and Communications department must have login credentials to all AS affiliated social media platforms and reserves the right to edit, remove, or add content to ensure branding consistency and alignment with the AS mission. Such editing should be done in consultation with the Program/department director whenever possible.

AS PROGRAMS/ DEPARTMENTS

The Associated Students logo shall be placed on all publicity and deliverables that promote Associated Students and its affiliated programs/ departments. To ensure consistent branding and quality, all graphics and promotional materials must be created by the Marketing and Communications department. Program directors should be in constant communication with the graphic designers to ensure the purpose of the event is appropriately captured. Once the graphic designers have created versions of the desired promotional material, the Program director should provide detailed feedback until an acceptable version is agreed upon.

No individual program is allowed to create, use, or promote a program-specific emblem. All programs/ departments are expected to use the AS logo on all marketing materials.

Contracting third parties for the purpose of designing materials is strictly prohibited unless explicitly approved by the AED of Marketing and Communications prior to contracting such services. Third party contracts should only be considered if the scope or specific request is outside the capacity of the Marketing and Communication team's ability; any and all other requests should be executed internally. All videos, print, promotional, and digital content must include the AS logo and provide accurate credit for Associated Students.

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. AS funded student organizations are expected to submit their promotional materials to the Marketing and Communications team prior to printing/publishing said material to ensure that the AS logo is properly represented on all publicity related to events funded by AS.

USE OF PLASMA SCREENS IN THE CESAR CHAVEZ STUDENT CENTER FOR PROMOTIONAL MATERIALS

AS Programs, departments, and AS funded student organizations interested in utilizing the AS controlled plasma screens in the Cesar Chavez Student Center to promote upcoming events/ services may do so by contacting the webmaster. All promotional materials created and utilized for this purpose must either be created or approved by the AS Marketing team in accordance with the rest of this policy. No promotional material found in violation of this policy will be displayed.

BUSINESS CARDS

Requests for business cards should be completed by either the director, manager of the department/ program, or human resources. Only full-time staff and Board members shall have business cards that display their names. Per HR policy, student employee business cards will have the position title and will not have an individual's name printed on them. Marketing will be responsible for the printing and delivery of requested business cards. No individual department or program is authorized to print, design, or circulate business cards that are not created by the Marketing and Communications department. Use of program specific emblems or alternative coloring is not permitted.

WORKING WITH THIRD PARTIES

If an AS program or department is working directly with a third party that has a designated graphic designer, the AS Marketing and Communications team can choose to share the AS logo for limited use by the third party in collaboration with the AS program/ department. Third party members can request copies of the AS logo for branding purposes. Use and release of the AS logo is at the discretion of the AED of Marketing and Communications or designee. Any and all marketing materials that have the AS logo must be approved by the Marketing and Communications team prior to printing/ ordering/ publishing materials.

FORMS

No forms.

LOGO USE POLICY APPROVAL AND REVISION

Logo Use Policy was Reviewed and Approved by the AS Board of Directors on

06/12/2019