



Student Organizations

# Marketing

**CU ANSCHUTZ**

# Logo Policy

## Campus Wide & Affiliated Student Organizations

- Please request approval from the Office of Communications before use. To submit an approval request, go to the design request form or send an email. These forms can be found in the additional information section.
- Observe the approved usage guidelines for all logo designs. Custom organization artwork may include an official name of the university—but is not required.
  - Do NOT use a campus logo if your logo includes CU Anschutz text.
  - Do NOT incorporate any CU logo—including the CU Icon—within your logo.
- Inform the Student Engagement Coordinator of your new logo

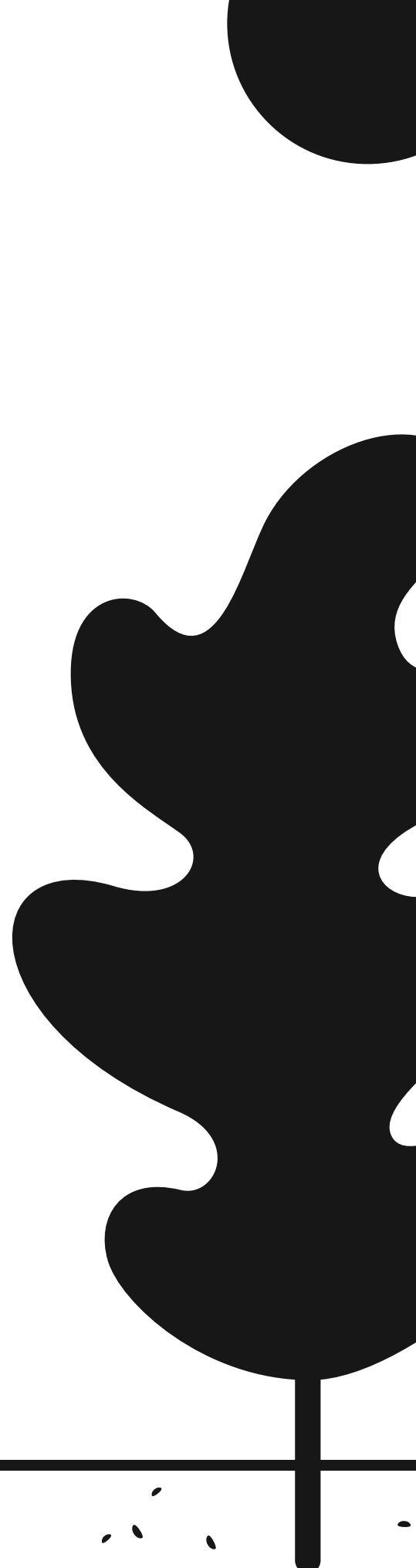


# Logo Policy

## Associated Student Organizations

Associated student organizations must follow the same policy with these additional guidelines:

- Do not modify parent organization logos in any way and adhere to their application guidelines.
- CU Anschutz affiliation can be added through text only, as long as that text meets the parent organizations guidelines.



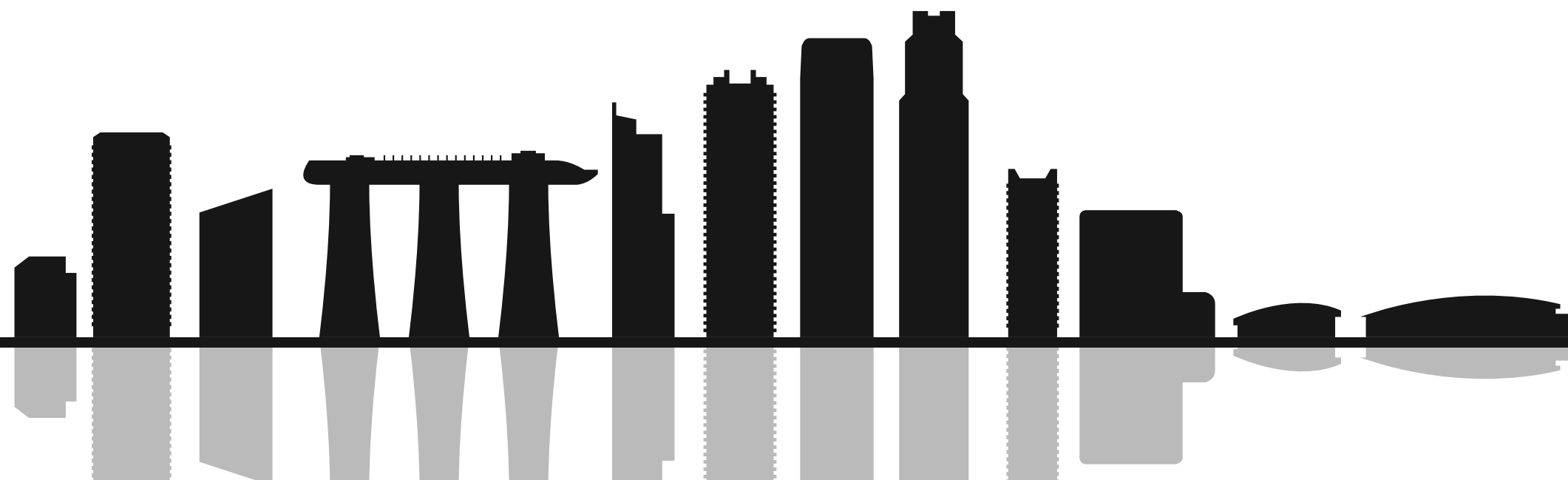
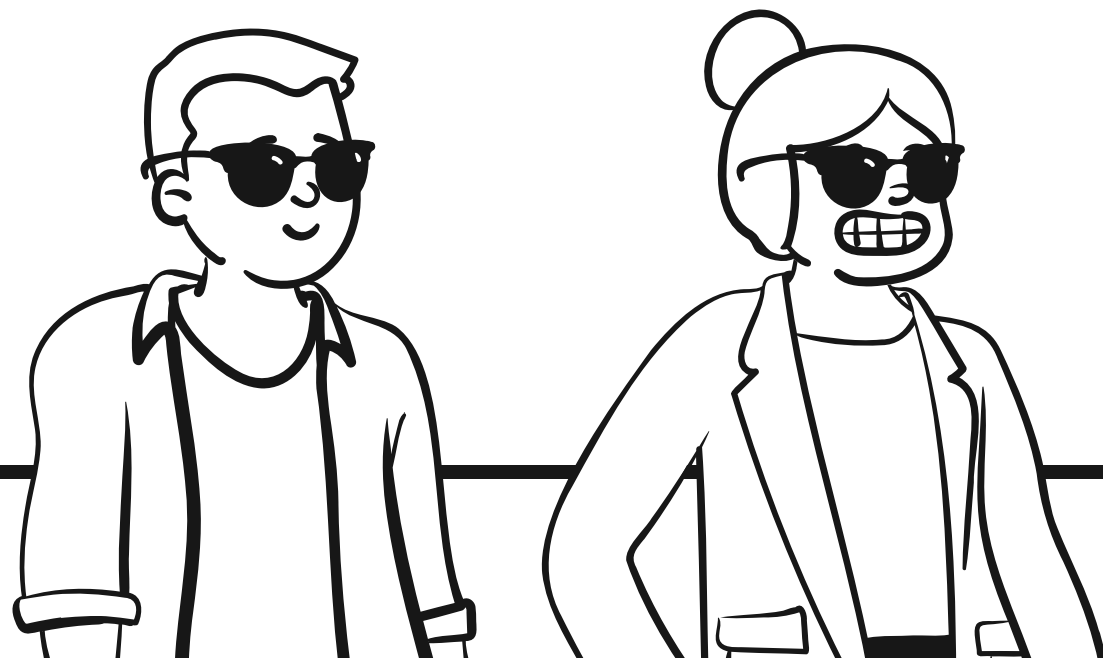
# Flyer Posting Policy



Posting procedures may vary based on the particular building. Refer to the flyer posting building list for clarification as to whether an approval stamp is required. Each building either has a stamp approval process or uses the honor system.

- If the building requires a stamp approval, please bring those flyers to the building administrator a few days before they need to be posted.
- The honor system implies that you will follow all policies but do not need a stamp.

Please remove all stamped flyers yourself at the designated time or after the event is over.



A black and white line drawing of a person with short dark hair, wearing a light-colored collared shirt, sitting and using a laptop. The laptop lid features a small flame icon. The background consists of three stylized hills of varying heights and a large solid black circle in the upper left corner, representing the sun or moon. The ground is indicated by a horizontal line with small dots below it.

# Campus Wide Student Newsletter

- You can submit event or organization news to all CU Anschutz students by filling out the submission form.
- You can also request that the event or news be posted on our office's Instagram.
- Please submit your advertisement request 1 week before the actual event and on a Wednesday. The form link is in the additional information section.

# Social Media

BEFORE YOU LAUNCH YOUR SOCIAL PLATFORMS and prior to getting started on any platforms, please work with your responsible office or fill out the form to get started.

If you're unsure if social media is right for you please contact the Student Engagement Coordinator. We're here to help. Contact: [studentorganizations@cuanschultz.edu](mailto:studentorganizations@cuanschultz.edu).





# **Social Media Accountability**

- **Your advisor must know your social media usernames and passwords.**
- **Username and passwords should only be handled and used by your president and social media handler.**



# Student Organization Emails

Making an email for your organization can help the general campus population contact you for any inquiries.

When making an email name please contact your responsible office for approval. Emails should be simple and to the point. Email access should include the correct members each year as students graduate or move on from the organization. This could include advisors, presidents, and communications chair.