



Chapman University Student Government Association Media Guide

Any department or student organization that has been granted funds from the Student Government Association must follow the rules and regulations stated in this guide. Please read through the entire guide to ensure that all rules are followed. Failure to do so could result in withdrawal of funding, denial of reimbursement, or future denial of reimbursement. If you have any questions, please contact Molly Weber, Director of Public Relations, at SGAPR@chapman.edu

If the Allocations Committee approves your application, they will send designs to the Director of Public Relations for approval prior to sending your confirmation email. You no longer need to submit the design to the Director of Public Relations directly.

- 1. For any program, event, or activity** that is funded fully or partially by the Student Government Association, the following rules apply:
 - a) Any and all promotional materials must bear the Student Government Association logo. Minor alterations of the logo, such as size and color, can be made for design purposes. Approval by the Director of Public Relations is needed for any alterations.
 - b) Any tickets made for the event must include the SGA logo. Minor alterations of the logo, such as size and color, can be made for design purposes. Approval by the Director of Public Relations is needed for any alterations.
 - c) If the event is publicized on the organization's website or through any campus newsletters or calendars, the event description must state that the Student Government Association is a sponsor.
 - d) If a Facebook page is made for the event, the description must state that the Student Government Association is a sponsor of the event.
 - e) Any posters, fliers or print materials made for the event must include the following text: "Sponsored by the Student Government Association."
 - f) The content of all event materials must be approved by the SGA Director of Public Relations.
- 2. If a student organization or department is allocated funds for equipment or supplies,** the following rules apply:
 - a) Any fliers, posters, or print materials that promote your club need to either include the SGA logo or state that the Student Government Association sponsors your organization or department.
 - b) In the description of the Facebook page for your club or organization, or on the Facebook page for a SGA sponsored event, it must state that the Student Government Association is a sponsor.
 - c) If your organization has a website, it must state that the Student Government Association is a sponsor.
 - d) The content of all event materials must be approved by the SGA Director of Public Relations.
- 3. For t-shirts or other apparel items** funded through the Student Government Association, a logo must be included in the design. Minor alterations of the logo, such as size and color, can be made for design purposes. Approval by the Director of Public Relations is needed for any alterations. The organization also has the option of stating the following on the t-shirt in place of the logo: "Sponsored by the Student Government Association." Prior to printing, all apparel artwork must be approved by the Director of Public Relations.
- 4. The following items do not need a logo:** Organization tablecloth and any other collateral materials costing less than \$5 per item do not need a logo. Collateral includes promotional items such as keychains, pens, stickers, buttons, etc. For any items not described in this guide, please contact the Director of Public Relations.

5. Designs with the follow will NOT be approved:

- a) Profanity of any sort
 - b) Depictions of violence, drugs of any kind, alcohol, or nudity
 - c) Discriminatory words, phrases, or imagery that violate the harassment and discrimination policy (https://www.chapman.edu/faculty-staff/human-resources/_files/harassment-and-discrimination-policy.pdf)
 - d) Copyrighted or trademarked phrases or logos without proper attainment
- * Please note approvals are up to the discretion of the Director of Public Relations