Office of Student Engagement Step-by-Step Marketing Guidelines for Clubs and Organizations

Step 1: Determine how you will market your event.

Step 2: Create marketing tool.

- Each marketing tool should include the following:
  - Name of the event
  - Date
  - Time
  - Location
  - Name of Sponsoring Organization
  - ID Requirements (if needed)
  - FSU Logo
  - OSE Approved Identifier (if needed)

- **Special Notes from FSU Marketing**
  - **Layout**
    - Before designing a piece, consider if a marketing piece is necessary or if you can share your message through a campus announcement.
    - Only people skilled in graphic design should create marketing pieces. There are several options to consider:
      - #1: identify someone in your area with this skill set, #2: submit a request through Publications (La'Won Williams) and allow a lead time of at least one month, or #3: contract with a designer (I work with several designers I can recommend.)
      - We will be releasing design templates in Fall 2019 to assist, but they will not cover every need.
  - Design layout in a way that uses white space and content proportionately and so that the piece is of a high resolution and does not appear pixelated.
  - Use FSU colors – color codes for print (when you are using a graphic design program) and web (when you are using a Microsoft Office program) are available above the footer of the Marketing web page and in FSU’s Style Guide. [https://www.uncfsu.edu/faculty-and-staff/divisions-departments-and-offices/division-of-institutional-advancement/marketing](https://www.uncfsu.edu/faculty-and-staff/divisions-departments-and-offices/division-of-institutional-advancement/marketing)
  - Accent colors are not meant to be the prominent colors on a flyer. FSU blue, white, and slate gray are FSU’s primary colors; accent colors should only be used in up to 25% of the piece. One glance at a marketing piece should let the viewer know it’s a piece from FSU.
● Save pieces as pdf files for electronic distribution.

○ Logos
  ▪ Use a high-resolution FSU logo or FSU program identifier. The top right is the recommended placement, but your piece might require different placement across the top. All logos and spirit marks are available in the P Drive/Data/FSU Graphic Identity.
  ▪ The Fayetteville State University logo should always be presented with nothing touching up against the art. The width of logo should not be smaller than 1.5". If you have an application requiring a smaller size, use the name of the university instead.
  ▪ Do not place the FSU logo in a white box on a dark background. Use a PNG or EPS, one-color logo file to place the FSU logo on a dark background – PNG logos are attached.
  ▪ FSU's logo should be prominent compared to other program/funding/partner logos located elsewhere on the page.
  ▪ Program/funding/partner logos should also be of high resolution, with no white shadow box surrounding the logo.

○ Copy
  ▪ FSU’s primary font is Arial. The secondary font is Times New Roman. Headlines can be in a different font so long as it’s easy to read.
  ▪ Use an engaging headline.
  ▪ Use engaging copy in bullets or short statements
  ▪ FSU's name should always be referenced first when also including names of other areas across campus, program names, sponsor names, or partner names.
  ▪ Include pertinent date/time/location/cost/registration information, if applicable.
  ▪ Link to URLs for registration, etc.
  ▪ Include contact information – at least a department/unit name and number to call if someone has questions.
  ▪ Include the website URL for your area on campus or FSU's homepage url: www.uncfsu.edu

○ Photos
  ▪ Consider diversity when using photography. It’s important to portray gender, race and age diversity when representing FSU. 51% of our students are adult learners.
  ▪ Use photo(s) or art with no chance of copyright infringement – if you copy an image from the web, you could be infringing on a copyright. Use FSU photos or original art, instead.
  ▪ Use photos from 2018 and 2019 and ensure people represented are in good standing with the university.

○ Videos
- Be mindful of the music you use in videos. Do not use any copyright music. Your video can be flagged by university or media platform is copyright music is utilized.

- **Step 3:** Submit marketing tools to your organization’s advisor for approval at least 14 days prior to event date or desired date of distribution.

- **Step 4:** Your organizations advisor should email the marketing tool to the Office of Student Engagement representative for initial feedback or for Step 5.

- **Step 5:** The Office of Student Engagement representative will email the marketing tool to Ms. Newcomb or the marketing representative for final approval or further recommendations. The advisor and student organization representative will be cc'd on the email.
  - If there are any recommendations presented by the FSU Marketing Departments, corrections must be made to your marketing tool before you can receive approval for distribution.

- **Step 6:** Upon receiving approval by the FSU Marketing Department, the following can take place:
  - You may post on your approved organizations social media platforms.
  - Be prepared to respond if you would like for your marketing tool to be sent to all students or through FSU News.
  - You may post in approved campus flyer locations as deemed by that building manager or an office assistant for a specific department.
    - If you would like to post your flyer in the student center, you must receive approval by Ms. Jewel Harrington, the Director of the Student Center.

You may also post your flyer on the Bronco Advantage site for the event and as a news article for your organization.

Flyer must be Sent to
Brian Barber
(bbarber2@uncfsu.edu)
for OSE Approval; CC:
Naadiya Hopkins
(nhopkins@uncfsu.edu)

Brian Barber will then
send the flyer to Tina
Raines for FSU Approval

Flyer will then be sent to
Jeff Womble for FSU
News distribution

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