

STUDENT ORGANIZATION Marketing Tips



PRINT PROJECTS

Student organizations are encouraged to design their own marketing and communications materials. When doing so, please reference the university's brand guidelines site at brand.uni.edu, particularly the Visual Identity section. If you have general questions, please contact University Relations via brand@uni.edu.

STUDENT ORGANIZATION LOGOS

Use of the University of Northern Iowa's logos and other trademarks in conjunction with a student organization name or logo implies an association with the university. Only those student organizations and student groups officially recognized by a department and/or Student Government are permitted to use University of Northern Iowa trademarks in conjunction with their name.

All registered student organizations will fall under one of two categories: Branded House Student Organizations and Unique Student Organizations.

Branded House Student Organizations must lock up under the institutional logo. They include orgs like:

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| + Panther Ambassadors | + College of Education Student Ambassadors (CESA) |
| + International Student Promoters (ISP) | + CHAS Dean's Scholars |
| + Business Student Ambassadors (BSA) | + Fraternity and Sorority Life (FSL) |
| + Social and Behavioral Representatives (SABRS) | + Student Government |

Most student organizations not listed above are considered **Unique Student Organizations**. Guidelines for logo usage for Unique Student Organizations can be found at ur.uni.edu/uni-brand/guidelines-student-organizations.

PRINTING PROCESS

The university has a contract with Copyworks that provides a reduced rate (approximately 50 percent) for jobs submitted using proper procedures. In order for student organizations to take advantage of the discount, jobs must be submitted online using the Copyworks Request Form at studentlife.uni.edu/copyworks-ordering and approved by the university prior to printing. Contact the Office of Student Involvement at involvement@uni.edu or 273-2683 with questions.

ADDITIONAL KEY ITEMS TO NOTE:

1. It is your responsibility to plan ahead. Requests are processed between the hours of 8 a.m. to 4:30 p.m., Monday through Friday. Plan to allow for *at least* a 24- to 48-hour turnaround on printing submissions.
2. Any orders from student organizations that are taken directly to Copyworks will be redirected to follow the approval process above if you wish to receive the discount.
3. Any orders placed outside this approval process will not receive the discount.

IF YOU HAVE QUESTIONS, PLEASE CONTACT:

University Relations / 125 East Bartlett / 319-273-2761 / brand@uni.edu

ORDERING APPAREL & GIVEAWAYS

If you want to order promotional material/giveaway items (including but not limited to apparel, pens, hats, cups, etc.), a list of licensed, authorized merchandise vendors can be obtained by visiting affinitylicensing.com/products.

SPREAD THE WORD!

Need help spreading the word about an upcoming event, new project, amazing accomplishment or some of the outstanding students in your organization? Please contact ur@uni.edu and we'll be happy to discuss how.

MORE WAYS TO SPREAD THE WORD:

- + Post your event on the UNI Calendar: calendar.uni.edu/node/add/event.
- + Email your event to courtney.wilson@uni.edu for consideration to be included in the weekly Panther Experience newsletter that goes to all students.
- + Submit your event to Inside UNI which goes to all faculty and staff: insideuni.uni.edu/submit/announcement.
- + Request a computer lab screen saver or a slide on the digital network (television monitors across campus).
 - + Screensaver and slide files should be set up at 1920 x 1080.
 - + Screensaver and slide files must include a reference to the sponsoring organization.
 - + All files should be set up as jpg only.
 - + Screensavers and digital slides can be scheduled to run for up to a two-week time period.
 - + Submit files and requested dates to ur@uni.edu or contact University Relations at 319-273-2761 for more info.

SOCIAL MEDIA

When creating a new social media account, ensure you have researched and confirmed that there is not an existing account that can meet your needs. This helps to not have an excess of abandoned accounts.

When possible, you must tie all accounts to a general organization UNI email not an individual student, staff, faculty or advisor university or personal email. A list of UNI social media accounts is maintained by University Relations – when you update or create an account, you must inform ur@uni.edu with the username, platform and who the contact person is.

Creating and posting social media content that is accessible to all increases its potential for reach and engagement. Content posted on university social media accounts should align with UNI's policy of campus accessibility & accommodations of disabilities (13.15). Additional resources for accessibility can be found at social.uni.edu

PROFESSIONAL HEADSHOTS

A Career Readiness Day hosted by the Rod Library and Career Services in both the fall and spring semesters provides students with the opportunity to get professional headshots taken. Please coordinate with your student organization members to have individual photos taken during this time if you are interested. Details regarding Career Readiness Days are publicized via Panther Experience and InsideUNI.

STUDENT EVENT PHOTOGRAPHY

Student organizations are encouraged to take photos and/or make their own arrangements for photography needs at student-led events.

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