



MEDIA GUIDE

APPENDIX

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 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 the PR Department at sgapr@chapman.edu. Acceptable forms of the logo can be found [here](#).

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.

REGULATIONS

Section 1. If a student organization or department is allocated funds for any program, event, activity, or equipment by the Student Government Association, the following rules apply:

- A.** Any and all promotional materials must bear the Student Government Association logo. Minor alterations to 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.** If the event is publicized on the organization's website, social media, or through any campus newsletters or calendars, the event description must state that the Student Government Association is a sponsor. All promotional materials must include SGA's official logo.
- C.** Any posters, fliers, or print materials made for the event, both physically and virtually, must include SGA's official logo or state that the Student Government Association is a sponsor. The Director of Public Relations must grant full approval before any merchandise can be ordered. If not, an organization may not be reimbursed for ordered materials.
 - i.** If materials were posted before receiving funding from SGA, organizations must take down the previous information and make the necessary changes to meet all of the requirements.
- D.** The content of all event materials must be approved by the SGA Director of Public Relations.

Section 2. A logo must be included in the design for t-shirts or other apparel items funded through the Student Government Association. Minor alterations to 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.” Before printing, all apparel artwork must be approved by the Director of Public Relations.

- A. The location of the logo must be clearly visible, and it is up to the Director of Public Relations to determine the appropriate location or deny the request.

Section 3. 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.

Section 4. Designs with the following will NOT be approved:

- A. Profanity of any kind.
- B. Depictions of violence, drugs of any kind, alcohol, or nudity.
- C. Discriminatory words, phrases, or imagery that violate the harassment and discrimination policy, which can be found on the human resources page on the Chapman website.
- D. Copyrighted or trademarked phrases or logos without proper attainment.

Section 5. Approvals are granted at the discretion of the Director of Public Relations.



Student Government Association President
Rachel Berns