



Student Government Association Media Guide

Any department or student club/organization receiving funds from the Student Government Association needs to follow the rules and regulation stated in this guide. Please read through the entire guide to ensure that all rules are followed. Failure to do so could result in a withdrawal of funding, denial of reimbursement or future denial of reimbursement. For any questions please contact Director of Public Relations, Justin Staton, at stato100@mail.chapman.edu.

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 require the Student Government Association logo. Minor alterations of the logo, like 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 need to include the SGA logo. Minor alterations of the logo, like 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 website or through any campus newsletter or calendar, the event description needs to state that the Student Government Association is a sponsor.
 - d) If a Facebook page is made for the event the description needs to state that the Student Government Association is a sponsor of the event.
 - e) Any posters, flyer or print material made for the event need to include the following: "Sponsored by the Student Government Association."
 - f) The content of all event materials need to be approved by the SGA Director of Public Relations.
2. If a club, organization, or department is allocated funds for **equipment or supplies** the following rules apply:
 - a) Any fliers, posters, or other print materials that promote your club need to either include the SGA logo or state that the Student Government Association sponsors your club, organization, or department.
 - b) In the description of the Facebook page for your club or organization or the Facebook page for a SGA sponsored event it needs to state that the Student Government Association is a sponsor.
 - c) If your organization has a website it needs to state that the Student Government Association is a sponsor.
 - d) The content of all event materials need to 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 is needed in the design. Minor alterations of the logo, like 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 material costing less than \$5 per item does not need a logo. Collateral could include promotional items like keychains, pens, stickers, buttons, etc. For any items not described in this guide contact the Director of Public Relations.