

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 that there is an association with the University. Therefore, only those student organizations and student groups that are 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:

- + Student Admission Ambassadors (SAA)
- + Ethnic Student Promoters (ESP)
- + International Student Promoters (ISP)
- + Social and Behavioral Representatives (SABRS)
- + Business Student Ambassadors (BSA)
- + College of Education Student Ambassadors (CESA)
- + Fraternity and Sorority Life (FSL)
- + Student Government

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.

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-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 / 114 East Bartlett / 319-273-2761 / brand@uni.edu

STUDENT ORGANIZATION Marketing Tips



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 clc.com/license-search. Click on "Pick a School" in Step 2 and search for "Northern Iowa."

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 Steve.Schmadeke@uni.edu and we'll be happy to discuss how.

For simple event listings, you can submit them to Inside UNI (see below). You can also email Andrew.Creasey@uni.edu to request an event be listed in the Panther Experience email sent to students each Monday.

MORE WAYS TO SPREAD THE WORD:

- + Submit your event to Inside UNI: insideuni.uni.edu/submit/announcement.
- + Post your event on the UNI Calendar: calendar.uni.edu/node/add/event.
- + Request a computer lab screen saver or a slide on the digital network (television monitors across campus).
 - + Files for the screensavers should be 1920 x 1080 and digital slides need to be set up at both 1920 x 850, 1950 x 850, 1920 x 800 and 1080 x 600.
 - + Screensavers and slides 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 information.
- + Contact Michelle Van Dorn to discuss a potential social media highlight for your student org on the university's main channels at Michelle.VanDorn@uni.edu.

PROFESSIONAL HEADSHOTS

A Career Readiness Day hosted by the Rod Library and Career Services in both the fall and spring semesters allows students to get professional headshots taken. Please plan to coordinate with your student organization members to have individual photos taken during this time or make your own arrangements.

STUDENT EVENT PHOTOGRAPHY

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

IF YOU HAVE QUESTIONS, PLEASE CONTACT:

University Relations / 114 East Bartlett / 319-273-2761 / brand@uni.edu