

## Club Marketing Guidelines

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All Sport Clubs under the direction of the Department of Recreational Services may have their own club marketing materials with the following guidelines:

1. A club wishing to have a marketing item for their club will send an e-mail request to a Competitive Sports Administrator
2. The e-mail shall contain: type of item (flyer, poster, banner, etc.), color, words and potential images
3. Club marketing materials may include but not limited to: poster, banner, flyer, postcard, and/or magnet
4. All marketing materials produced by the Department will provide a clear and consistent format for effectively promoting all Sport Clubs
5. The club marketing request shall be sent to a Competitive Sports Administrator at least five business days in advance
6. Club marketing materials may not be attached to unauthorized campus facilities including, but not limited to, doors, walls, windows, trees, vehicle windshields, trash cans, recycling bins, benches, campus maps, light poles or exterior surfaces of buildings. Items posted improperly will be removed daily and destroyed
7. Clubs shall NOT post marketing materials in campus areas without approval and production by the Department of Recreational Services. It is the club's responsibility to find out the individual posting rules for the desired campus building
8. Clubs shall NOT table in campus areas with marketing materials without approval and production by the Department of Recreational Services
9. Clubs are allowed to reserve a table in the SRC with pre-approval from a Competitive Sports Administrator to distribute club marketing materials

### *Website and Social Media Pages:*

All Sport Clubs reserve the right to create and maintain a website and/or social media page for the promotion of their club. The club must follow the use of the Georgia State University name policy and logo use guidelines as outlined below. If content is deemed inappropriate, the Club will be asked to remove content and/or the website. **It is permissible for the club to have their own social media page and/or website with the condition it is pre-approved by the Competitive Sports Administrators before the page launched.**

**If the club is observed in violation of the stated policies it will result in a point deduction from the club's yearly point value**

### *Use of Georgia State University Name:*

Sport Clubs may use the name “Georgia State University” in describing their organization. However, a Sport Club should understand and make it clear in their representation to third parties that they speak only for their own members, not the University or the student body as a whole. Sport Clubs are not agents of Georgia State University. Georgia State University shall NOT be listed in front of the name of the club in any published material/apparel and/or public record. **For example, the correct listing of the club shall read “Women’s Volleyball Club at Georgia State University.”** Also, a Sport Club is prohibited from using the acronym “GSU.” This is in an effort for the club to NOT be misconstrued as an Athletics team.

*Use of Logos for Clubs:*

Sport Clubs are to use the official Georgia State University stack flame logo on all uniforms and apparel. The University logo is NOT to be manipulated in any way. The University logo should NOT be incorporated into any other logos. The University logo must be clearly separated from a club name or any other graphic. **The University mascot, Pounce, is prohibited from being used by a Sport Club.** All uniforms and apparel are to be in two colors of blue & white or in one color of all blue or all white. Clubs may have a unique graphic but will NOT take the place of the official University logo on the front of the uniform or apparel. Clubs are to have their club name and any other names/graphics/images on the back or sleeve of apparel and/or uniform.

**Approved University logo to use:**

