
ECP: COMMUNICATIONS-001 ASUCSD BRAND POLICY

Effective Date: January 28th, 2025

Responsible Official/Body: Chief Communications Officer (CCO)/ Office of Communications.

Authorizing clause of Bylaws/Constitution:

- I. ASUCSD Constitution Article II-A § 3(F)(e): *Develop and implement policies which facilitate communications, marketing, public relations and branding for the Association consistent with the Standing Rules.*
- II. ASUCSD Standing Rules Title V: Communication Procedures & Policies

Scope: Any item, both physical and digital, that contains or seeks to reference the Association; and it applies to all Association entities, unless stated otherwise within the policy.

Summary: This Executive Communication Policy (ECP) lays out the policies on appropriate ways to utilize the ASUCSD brand and what constitutes misuses.

Purpose: Ensure that the ASUCSD brand isn't being misused.

SECTION 1 | Brand Policy

1. An Association entity or entities shall be defined as one of the following:
 - 1.1. An individual employed by the Association (compensated and not compensated).
 - 1.2. An office.
 - 1.3. A commission.
 - 1.4. An auxiliary.
 - 1.5. A service or enterprise.
 - 1.6. Or any other group that is within the Association, based on the bylaws of ASUCSD.
2. Branding or the brand, shall refer to the typography, letterhead, mascot, colors and logos that form the ASUCSD brand. All branding visuals can be found within the official ASUCSD Brand Guidelines, which should be used as a reference for utilizing any ASUCSD brand assets (e.g. colors and logos) and also adhered to.

3. All social media content created for Association entity Instagram accounts must follow ECP: COMMUNICATIONS-005 ASUCSD SOCIAL MEDIA POLICY, to properly adhere to brand policy.
4. No Association entity or partnering organization (Student Organizations, UC San Diego department, outside campus organization, etc.) shall tamper with the ASUCSD logos.
 - 4.1. This includes but is not limited to the following:
 - 4.1.1. Changing the color or adding a color.
 - 4.1.1.1. Refer to the brand guide for a visual representation.
 - 4.1.2. Changing any physical aspects of the logo.
 - 4.1.2.1. Refer to the brand guide for a visual representation.
 - 4.2. Only use of the official black logo and official white logo, along with the official colored logo shall be permitted.
 - 4.2.1. White and black variants of the logo can be used to bring other colors, that aren't part of the brand, into the logo (refer to the brand guide for a visual representation).

SECTION 2 | Branding Material

1. The official logo and sub-logos must be included on all visual media and marketing materials produced by all Association entities, including merchandise, promotional, give-away items, informational materials, event pages, brochures, flyers, books, and email signatures included in emails relating to official AS business.
 - 1.1. An exception is provided to all event programming merchandise (please refer to ECP: COMMUNICATIONS-003 ASUCSD EVENT PROGRAMMING POLICY to what constitutes an event), given that it has no ASUCSD branding.
 - 1.2. Unless granted an exception by the Chief Communications Officer (CCO), which must come in the form of the following:
 - 1.2.1. A formal email from the CCO granting the exception, given that an initial request, through email, was sent to the CCO, with an image of what an exception could look like, if approved.

SECTION 3 | Mascot

1. The official mascot of the Association shall be Fluffy.
 - 1.1. No other entity within or outside ASUCSD shall be permitted to create Fluffy graphics or any physical or digital content, aside from Associated Students Graphic Studio.

SECTION 4 | Letterhead (All the following content is pulled directly from the Standing Rules).

1. The official letterhead, including sub-brand letterhead, and no alternatives letterheads, shall be used for:
 - 1.1. Order of Business or Agenda for all meetings of the Senate, Cabinet, and Assembly;
 - 1.2. Legislative Items, provided that the proposed legislative item is being introduced to the Legislative Committee and/or the Senate for consideration and contains the word “DRAFT” a watermark until such time as the legislative item is approved by the Senate, including the Advocacy Agenda and Performance Standards;
 - 1.3. Finance Items, provided that the proposed nance item is being introduced to the Finance Committee and/or the Senate for consideration and contains the word “DRAFT” as a watermark until such time as the nance item is approved by the Senate, including Funding Maximum Appeals for student organizations;
 - 1.4. Public Statements, provided that the statement is:
 - 1.4.1. Written by an Executive Officer to address an urgent matter,
 - 1.4.2. Reviewed and approved by the Chief Communications Officer,
 - 1.4.2.1. For members of the Cabinet, the supervising Executive Officer shall also be required to review and approve Public Statements prior to release,
 - 1.4.3. Reviewed and approved by a vote of the Senate;
 - 1.5. Internal Documents, provided that the internal document is:
 - 1.5.1. Being sent to address an urgent matter of the Association by an Executive Officer,
 - 1.5.2. Establishing an internal policy or procedure for entities of the Association,
 - 1.5.3. Being written and sent as a part of the duties and responsibilities outlined in the Constitution and Standing Rules for the applicable member;
 - 1.6. Performance Evaluations, including both the Performance Standards introduced to the Senate for approval and the Performance Evaluations done for compensated members of ASUCSD;
 - 1.7. Hiring Documents, including all hiring rubrics and scores.
2. The official letterhead, including sub-brand letterheads, and no alternatives letterheads except for those used by the Office of Concerts and Events, Office of College Affairs, and College Senators using their College Council letterhead, shall be used for:
 - 2.1. Reports, provided that the report is being published through an approved channel and addressing official business, including weekly Office and Senate updates;
 - 2.2. Meeting Agendas and Minutes, provided that the meeting is being conducted for official business of an entity of the Association, including the Cabinet and, Judicial Board, and Senate;
 - 2.3. Judicial Board Rulings, provided that the ruling is approved by the Judicial Board.

3. The official letterhead, including sub-brand letterheads, shall never be used for Unapproved Public Statements that do not follow the steps mentioned in this title or for Personal Business not related to the business of the Association or applicable entity.
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SECTION 3 | Violation

In the case of any violations of these policies, the following steps will be taken by the Chief Communications Officer.

1. ASUCSD Standard Violation Process
 - 1.1. A warning email (and slack message; if applicable) will be sent to the individual or group (both student email and ASUCSD email; if applicable) requesting to fall back into compliance with the policies within this document, within a 48 hour time limit once the email is sent.
 - 1.1.1. If they do comply, within the 48 hour time limit, no further action would need to be taken.
 - 1.1.2. If they do not comply within the 48 hour time limit.
 - 1.1.2.1. The Chief Communications Officer will file a grievance to the Judicial Board.
2. ASUCSD Merchandise Violation Process
 - 2.1. If the merchandise has already been made, that is in violation of this policy, then the following action will be taken:
 - 2.1.1. A warning email (and slack message; if applicable) will be sent to the individual or group (both student email and ASUCSD email; if applicable) to refrain from creating merchandise that violate brand policy in the future.
 - 2.1.1.1. If they create merchandise that violates brand policy after the first warning email then the Chief Communications Officer will file a grievance to the Judicial Board.
 - 2.2. If the merchandise hasn't been made already, but the design is in violation of this policy, then the following action will be taken:
 - 2.2.1. A warning email (and slack message; if applicable) will be sent to the individual or group (both student email and ASUCSD email; if applicable) to develop a new design that doesn't violate brand policy.
 - 2.2.1.1. If they do not comply with the request in the warning email, then the Chief Communications Officer will file a grievance to the Judicial Board.



*ANY AND ALL QUESTIONS SHOULD BE DIRECTED TO THE
CHIEF COMMUNICATIONS OFFICER*

This document may be edited at the discretion of the Chief Communications Officer (CCO) at any time but in doing so the CCO must inform the Association through both Slack and email, in order for the updated policy to take into effect, and no policy may be applied retroactively to any given circumstance or situation. Afterwards, the CCO must also at the next most immediate Senate and Cabinet or Assembly meeting make note (e.g. inform everyone in attendance) of the updated policy. This policy has no expiration.

