




Marketing & Student Organizations


What services are available for student organizations?

- Press releases - Please communicate accomplishments and news with the marketing team.
- Assistance with social media marketing - promotion on the main university accounts, creation of Snapchat geofilters, etc
- Event advertisement/poster design for public events marketed to an external audience.

What services are not available for student organizations?

- Logo creation
- T-shirt design; if you are selling shirts, please review the royalty/trademark process. We are happy to review or provide feedback on designs.
- Ad, flyer, or logo design for on-campus events; we recommend designing in Canva (canva.com) in these scenarios.

UNIVERSITY LOGOS	
<p>Bar Logo</p>  <p>Monogram Logo</p>  <p>Bear Logo</p> 	<p>YOU CAN:</p> <p>Create your own organization logo (but you must have it approved by marketing)</p> <p>Use Lenoir-Rhyne University in your organization name</p> <p>Use school colors in logos or designs</p> <p>YOU CANNOT:</p> <p>Alter any of the University logos for your own logo</p> <p>Add your organization name above or below a University logo</p> <p>Use a University logo on anything you're selling <i>(unless you go through a licensed vendor and pay royalties)</i></p>

OFFICIAL LR RED
 <p>Pantone 201 RGB: 157 34 53 CMYK: 7 100 68 32 Hex: 9D2235</p>

IF YOU HAVE QUESTIONS

The marketing department is here to help! If you aren't sure what to do, or if you have an idea but aren't sure if it violates the policies, please contact:

GENERAL & SOCIAL MEDIA

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SCHEDULE A PROJECT

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DESIGN & LICENSING

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