

Campus Advertising Policies and Guidelines

The purpose of Southwestern Christian University's Campus Advertising Policies and Guidelines is to establish the lines of responsibility and standards of SCU's branding, marketing and communications efforts. The policies and guidelines outlined in this document apply to all SCU departments, programs, groups, offices, etc.

Proposed advertisements and accompanying information should be submitted to the Director of PR and Communications 1-2 weeks in advance of the planned advertising. To request the design of an advertisement, please contact Emily Groves.

Policies and procedures are in place to:

- Ensure all information is consistent with SCU policies and style guide
- Reduce miscommunication
- Improve information flow

Policies and Guidelines:

1. Promotional items (clothing, mugs, bags, etc.) imprinted with the University's name and/or logo must be approved by the Director of PR and Communications and meet SCU Campus Advertising Policies and Guidelines.
2. The Director of PR and Communications oversees the approval and recognition of any SCU advertising. Any office or department wishing to advertise or publish information should submit the Campus Advertising Approval Request to the Director of PR and Communications.
3. Be mindful that content is subject to review by the Director of PR and Communications and should always be in accordance with SCU's employee policies and University's mission. Always protect confidential information (FERPA, HIPAA, NCAA regulations).
4. Confidential or proprietary information should not be shared publicly.
5. Always respect copyright and fair use rules and regulations.

6. The Dir. of PR and Communications reserves the right to remove unapproved advertisements and refuse advertisements that are deemed out of compliance with these policies or any other relevant SCU policy. Non-compliance includes, but is not limited to, the following:
- Posting of inappropriate/irrelevant content or content that is not consistent with the University's Advertising Policies and Guidelines.
 - Failure to submit required information to the Director of PR and Communications.
 - Failure to comply with other SCU policies or directives
 - Posting profanity, racist, sexist, discriminatory or derogatory content
 - Posting false or misleading information

Note: *Approval on one form of advertising is not a blanket approval on all other similar advertising. Approval is required for each project.*