

BRAND GUIDE

What a brand is not:

A logo — a logo is a symbol that represents the brand

A tagline — a tagline expresses the brand

A product — a product is a concrete representation of the brand

What is a brand?

A brand is the character of an organization, the foundation of which is typically a set of distinguishing visual or textual features (e.g., logo, color scheme, font, letterhead, etc.). These distinguishing features allow an organization to differentiate itself and its actions, such that its actions are immediately attributable to itself. By enabling an organization to easily take ownership of its actions, these features also enable an organization to build its character in the mind of consumers, and benefit from the character it builds.

Why is brand consistency important?

By consistently marketing its products and services in a manner inclusive of its distinguishing visual features, an organization benefits from all the character built by other items bearing those features. Furthermore, every product promoted inclusively reaps the benefits of all others accordingly branded. By marketing itself inconsistently, or in a manner exclusive of its distinguishing visual features, an organization limits its ability to benefit from its brand. Furthermore, by acting in a manner inconsistent with its brand, an organization betrays its consumers' expectations and repulses them on this basis.

GUIDELINES

- All marketing directed materials (including business cards, videos, etc.) and websites must include the ASUCD logo in some evident, though not necessarily central, capacity.

- Marketing materials may not include language or images that are offensive or otherwise represent ASUCD inappropriately (e.g., nudity, lude behavior, profanity, or hate speech).
- The ASUCD name, logo or marks may not be used in conjunction with commercial promotion except as expressly permitted by the Marketing Committee.
- Events or activities presented by campus organizations may not be advertised or promoted in such a way as to suggest that the function is sponsored or endorsed by ASUCD unless prior approval has been obtained from the Marketing Committee.
- No unit may use the ASUCD name, logo, or marks when that unit has cause to believe that such use might reasonably be construed to imply that ASUCD supports a position on a religious or political subject.

Questions regarding the above guidelines can be directed to the Marketing Director of Creative Media.