



Sam Houston  
State University

MARKETING AND BRANDING  
FOR STUDENT ORGANIZATIONS



# The Importance of Branding

Branding is more than just a logo and the colors you use. It's about creating an identity that sets you apart from your competitors.

Your brand is the idea and feeling that consumers have about your company. It's what establishes your business's (organization's) reputation and tells us what to expect.

It's important because branding is what helps a prospective customer call to mind your company when the time comes to buy (attend or join).

RedAlkemi (May 17, 2018)

## Brand Protection

Brand protection is the process of protecting the intellectual property (IP) of companies and their associated brands against counterfeiters, copyright pirates, and infringers of other types of IP, such as patents, design rights, color mark and trade dress.

This is done not only to protect the loss of revenue from a company but also to protect a company's image, reputation and overall value. Fundamentally, brand protection prevents brand abuse.

Red Points (2022)



# Brand Integrity

Brand integrity is founded on the consistency of the brand through several different touch points, including **marketing**, **public relations**, and **formal communications**, such as press releases.

In today's environment, however, brand identity is also formed through informal methods like **marketing assets**, **social media**, and **customer service interactions**.

Inconsistencies in any of these areas can result in a loss of brand integrity, weakening the brand in the eyes of the consumer. Consistent interactions, however, drive improvements in the customer experience, company revenues, and future growth.

The **brand is the face of the company (or organization)** to the customer (or member), the way that a company (or organization) is perceived in the marketplace through its **products**, **reputation**, and **image**.

## Brand Integrity is critical for:

- Customer loyalty
- Increased revenue (attendance, membership, donations)
- Future growth

# The Difference between Marketing and Branding

- Marketing gets a customer's attention. Branding is a way of keeping their attention.
- Marketing drives sales (or membership or attendance). Branding drives recognition and loyalty.
- Branding comes first. Marketing comes second.
- Marketing strategies come and go. Branding is forever.
- Branding has just as much of an impact on your team as it does on your customers (members, students, alumni).

# How Your Organization Can Brand with SHSU

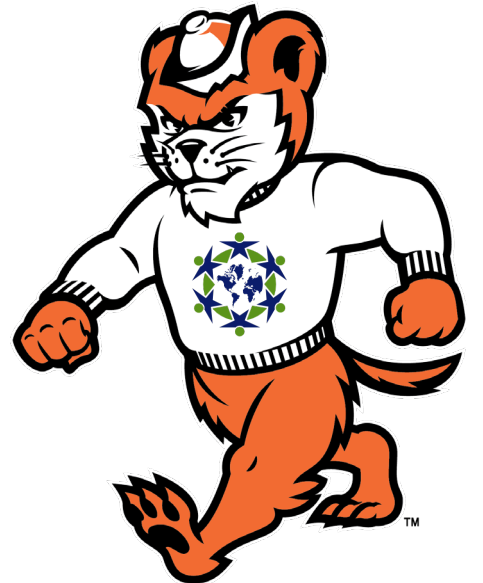
## Do's

- Your organization must be recognized by the university.
- Use the university name with registered mark to identify authorized affiliation with your organization.
- Use authorized colors and fonts, though there is some flexibility (accept for athletics marks. Only orange, white, black or gray can be used).
- Use university name and marks to promote organization events (athletics marks must be authorized for use in support of athletics or athletics events).
- All student organizations are required to have t-shirts and printed promotional items approved by the Department of Student Involvement prior to purchase and distribution unless the organization aligns with Club Sports or FSL.
- Use only authorized licensed companies to produce organizational apparel when using university name or marks.

# How Your Organization Can Brand with SHSU

## Don'ts

- Do not misrepresent the university or promote a perceived endorsement.
- Do not incorporate university marks into organization branding or use university marks as sole brand identification.
- Do not alter in shape, size or color any university mark. These are protected intellectual properties.
- Do not infringe upon existing trademarks of other organizations, businesses, corporations, or other protected intellectual properties through direct or altered design.



# Use of Athletics Branding

## Student Organizations

- Student organizations that wish to use marks outside of the designated athletics logo must request permission from Sam Houston State Athletics.
- Student organizations authorized to use athletics marks must do so in compliance with all institutional and athletics brand guidelines.
- Student organizations wishing to co-brand an event with athletics will be considered on a case-by-case basis. Any authorized work featuring athletics marks must be submitted for review and approval prior to production.
- To avoid confusion between the new logo package and old logo package, teams and groups should use only licensed vendors when screen printing or embroidering apparel. These companies can be found on [gobearkats.com](http://gobearkats.com)
- Questions about athletic logos should be directed to Russell Martinez.

## Authorized Marks for Use (upon approval)



# The Process

- 1 Student Organization Creates Design/Item

Get authorization to use marks if required.
- 2 Design is submitted to Department of Student Involvement prior to purchase and distribution for review and approval and in consultation with IMC if necessary

Make adjustments as needed
- 3 Approved design is forwarded to vendor for production
- 4 If item is apparel or promotional item, the design must be submitted to an authorized licensed vendor (see QR code).

Use of unauthorized licensees could result in loss of privilege to use marks.



# Social Media Guidelines

**Branding:** For any SHSU Social Media Site, the social media icon and/or profile image must comply with any applicable University branding standards. The social media icon and/or profile image can be a photograph related to the administrator's entity, an approved art for that entity, or another appropriately branded image. All images should be 72 dpi resolution for web.

**Deleting:** Comments, posts and users must not be deleted, hidden or blocked. Administrators of the site, when in need to request authorization to hide or delete any material or to block a user from a site, should contact the university's social media manager.

**Copyright Law:** All SHSU Social Media Sites must respect intellectual property rights and federal Copyright law.

**University policy:** All SHSU Social Media Sites must respect university policies.

**Accessibility:** All content on SHSU Social Media Sites must comply with Federal, State and University accessibility policy to ensure that the information is accessible and usable by people with the widest range of capabilities possible.

**Title IX:** Report all Social Media related allegations of sexual misconduct or any form of discrimination. You may contact Marketing and Communications or the Office of Equity & Title IX. Reports may be submitted anonymously online.

**Terms of Use:** Obey the terms of use for your social media platform. These rules are constantly changing so it is your duty to stay up to date.

**Site Management:** SHSU Social Media Sites will have a minimum of two administrators to ensure that the site is consistently managed. Passwords should be updated at least twice a year. Site must be regularly monitored.

# Information that will help...



**SHSU Branding**



**Athletic Branding**



**Authorized Licensees**

