

# Kent State Geauga and Twinsburg Academic Center Marketing

## Policies and Procedures

### 1. Purpose

- i. These policies and procedures are to enforce an approval process of all marketing requests, set a process for event planning, and set guidelines for posting of information throughout both campus location's for internal and external promotions.

### 2. Policy

- a. All forms of printed and electronic communications, from small fliers to print or digital ads to Website and promotional give-a-way items, represent Kent State University. Therefore, all communications bearing the name and visual identity of Kent State must reflect the style of the brand guidelines. Adherence to these guidelines is strictly enforced. Brand guidelines and official logos can be viewed at <https://www.kent.edu/brand>.
  - i. All marketing requests will be submitted via the Marketing & Communications Work Request form found at [https://kent.qualtrics.com/jfe/form/SV\\_8rezVeF64kqpbq5](https://kent.qualtrics.com/jfe/form/SV_8rezVeF64kqpbq5)
    1. There is a 2 – 4 week lead time required for all projects.
    2. The faculty member who advises a student organization is the contact person regarding materials needed
- b. All event requests and submissions should follow the following process:
  - i. If your event is coordinated by a student organization, you will need to complete the Student Organization Activity Request form found at <https://www.kent.edu/geauga/clubs-organizations>. For all other events, skip to the next step.
  - ii. Submit the room reservation form found at <https://www.kent.edu/geauga/events-room-reservations>.
  - iii. Once approval has been received for room reservation(s), the Marketing and Communications Work Request Form should be completed (if there are marketing needs) at [https://kent.qualtrics.com/jfe/form/SV\\_8rezVeF64kqpbq5](https://kent.qualtrics.com/jfe/form/SV_8rezVeF64kqpbq5).
    1. Also, complete the 'Submit and Event' form found at <https://www.kent.edu/geauga/calendar> for your event to appear on the Kent State Geauga and Twinsburg Academic Center's website.
- c. Posting information on campus
  - i. Per Kent State Policy (4 – 03.301) posting is not permitted on woodwork, doors, windows, or walls.
  - ii. All promotional materials requested and those which need to be posted on campus are required to be submitted to the Marketing Department for approval.
    1. If the posting request is approved, Marketing will stamp the back of the flyer to indicate the approval and removal date.

2. The only approved documents that can be posted immediately are job postings for internal or external positions on either the bulletin board located in the Student Lounge at Geauga or in the Quiet Study Lounge at the TAC.

d. Social Media

- i. Per Kent State policy (5 – 10.4), no social media activity can contain any copyrighted or trademarked material without permission of the copyright/trademark holder except as permitted by law. Photographs, drawings, designs, infographics, video clips, or sound clips may not be used without permission of the person who created them or the entity owning the rights where applicable.