MARKETING DEFINED

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. (Shilbury, 1998)

TOOLS & RESOURCES TO CREATE PROMOTIONAL MATERIALS FOR YOUR CLUB

- University logos, flyer, and brochure templates can be found at: http://oregonstate.edu/ua/brand/brand-tools.
- OSU Printing & Mailing Services has an online design tool that you can use if you don’t have the software and want to quickly design flyers, postcards, brochures, etc. - http://printmail.oregonstate.edu/design-online. You must then order through Printing & Mailing Services.
- Have Recreational Sports Graphic Designers create something for you (t-shirt, uniform, logo, flyer, brochure, etc.)
  - Fill out a Graphic Request Form, found in the Sports & Special Programs office.
  - Graphics Request Forms can be emailed to wendy.little@oregonstate.edu or submitted through the Sports & Special Programs Office.
  - Filling out the form does not guarantee that we will be able to meet your request, but it will be considered along with the other needs of the department.
  - If you submit the request at least three weeks in advance, your chances of getting what you need are much greater.
  - Plan ahead to utilize this free service.

WHEN CREATING YOUR OWN FLYERS, BE SURE TO INCLUDE:

- Name of the event & the club
- Day and date
- Time
- Location of the event
- Cost of the event
- Contact name & phone number
- The RecSports Website (oregonstate.edu/RecSports) and Office Contact
- Disability statement – “Accommodation requests related to a disability should be made to (name, phone number)”
- OSU logo (tag placed on the bottom right)

Note: All promotional materials (including entry forms) require the approval of the Sports & Special Programs office prior to printing and duplication. All flyers must be posted only on official bulletin boards. Flyers may not be posted on walls, trees, or other structures.
UNIVERSITY MARKETING DESIGN GUIDELINES - SPONSORED STUDENT ORGANIZATIONS

Naming: As a SSO, your group can use Oregon State University, OSU, Oregon State or Beavers in the organizations name. Some examples include:
  • Oregon State Water Polo
  • Beavers Lacrosse Team

Logo Use: Logos that can be used include:
  • OSU Institutional logo
  • Powered by Orange logos
  • Student Beaver logo
  • Beavers, OSU, or Oregon State University word marks

Logos that cannot be used include:
  • OS logo
  • Athletic Beaver logo
  • Athletic font system/word marks
  • Hand drawn/stylized/cartoon images of a Beaver

Other Design Guidelines:
  • No obscene or offensive language
  • No reference to drugs, alcohol or smoking
  • Logos cannot be decoupled – meaning the “Oregon State University” cannot be removed from the OSU logo and “Beavers” cannot be removed from the student beaver logo
  • Logos cannot be altered
  • Logos need to be seen in their entirety and cannot be covered or partially represented
  • Logos cannot be placed on an extremely busy background
  • The terms O-State, State, and a simple block “O” are no longer used to represent the university and cannot be used in designs
  • Garment colors cannot be green or yellow
  • OSU, Oregon State, Beavers require a TM. Oregon State University requires a (R).
**Process:** All designs need to be printed through a licensed vendor. A list of licensed vendors is available through Carson.

**Examples of acceptable designs:**

- **OSU Women's Lacrosse**
- **Racquetball Beavers**
- **Water Polo Beavers**