

simon fraser **student society**

SFSS DSU AND CLUBS PRINTING GUIDELINES

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INTRODUCTION

These guidelines explain how the branding elements of the Simon Fraser Student Society should be used on all promotional materials. The materials may include brochures, banners, flyers, and posters. The logo, the colours, the typeface, etc. all add to our coherent visual style and must remain consistent.

WHAT DO I NEED TO CONSIDER BEFORE I PRINT?

1. Check Content:

- a. **Alcohol Policy:** Please ensure that your material does not include images or references to alcohol as per SFU's advertising policy below:
 - i. **4.3 Advertising**
 - I. All advertising by or on behalf of Licensed Establishments anywhere on campus must conform to the Act and Regulations and all applicable University policies, rules and regulations.
 - II. The following restrictions apply to the advertising in non-licensed areas of events to be held in Licensed Establishments.
 - a. Advertising of events must be responsible, in good taste, and will not promote alcohol as the focus of the event.
 - b. Alternatives to alcohol will be offered and featured equally with liquor.
 - c. Printed advertising for liquor will not be allowed.
 - d. Brewery/distiller sponsorship of alcohol awareness and education is permitted as long as the University retains editorial control.

- e. Permanent signage reflecting brewery/distiller advertising is prohibited.
 - f. Brewery/distiller sponsorship with respect to the announcement of events via posters, T-shirts, balloons, and other accessories related to the event is not permitted.
 - g. Brewery/distiller sponsorship of activities such as "Player of the Game" is not allowed.
 - h. The blatant promotion of alcohol as the focus of an event is prohibited. Terms such as "bash," "drunk," "kegger," "wipeout," etc., are not permitted. Mention of alcohol on such materials shall be restricted to the information that the event is licensed.
 - i. Acceptable use of advertising of liquor within the Student Residences is set out in the "SFU Residence and Housing Policy on Alcohol Use and Function Responsibility." Wherever conflict may arise between the SFU Residence and Housing Policy on Alcohol Use and Function Responsibility and this Policy, this Policy shall prevail.
- III. Subject to section 4.3 (b)(xi), an advertisement or other promotion of an SOL event must not indicate that liquor will be sold or served.
- IV. Where an SOL event is a "Public Special Occasion" (as defined in the Regulation) at which a number of manufacturers of wine, beer or other liquor are conducting tastings at one location, the event organizer may advertise the name of the event followed by the names of the participating liquor manufacturers.
- b. **Bilingual:** Material printed in any language other than English must include the literal English translation on the *same* page/item.
- c. **Hate Speech:** Hate speech of any kind will not be permitted on promotional material.

2. Ensure SFSS Logo is Displayed:

- a. **Placement:** The logo must be prominently displayed at the top centre of the material or the bottom right. This includes banners. Please view the examples below:



- b. **Distortion:** Logos must be used as is, and cannot be distorted or pixelated in any form. Please review the SFSS Brand Guide for further clarification. The logo can only be used in two forms: the original and the grey scale version as shown below.



- c. **Size:** The size of the logo must remain relative to the size of the document. For example: Posters that are 11x17 must use a logo that is at least 2” wide and 0.5” high. Anything more than or less than 11x17 will use a logo that is increased or decreased by 10% in size for every +/- 4”.

NOTE: All promotional material MUST include an SFSS logo, regardless of funds used to print the documents, to remain an active club. If material is submitted without the logo, the Communications Coordinator will place it on the material for you in the designated areas mentioned above (“Placement”). If your group has already printed out your banner prior to the release of these guidelines, the SFSS Copy Centre will provide you with Velcro or stickers with our logos to display on your banners.

HOW DO I SUBMIT MY PRINT ORDER?

- a. Fill out the print submission form online.
- b. If you are a:
 - i. Student Union - E-mail the form and attachments to the Student Union Organiser at organiser@sfss.ca
 - ii. Club - E-mail the form and attachments to the General Office at go@sfss.ca
- c. If your request is over \$100, the respective offices will check your funding to ensure you have enough funds available for your request. Your request will then be forwarded to the Communications Coordinator.
- d. The Communications team will check to see if your material adheres to the guidelines above before relaying your message to the Copy Centre
- e. Once your material has been printed, the Copy Centre team will contact you to pick-up your order

THINGS TO CONSIDER FOR THE PRINTING PROCESS:

- Duration of printing time will depend on the work orders in the Copy Centre and the size of your order
- Rush orders require an additional fee
- Ensure your print order is within your budget
- Only executives and presidents can submit items to be printed
- The cut off for printing journals is April 10th

SFSS STAFF ROLES:

- **Student Union Organiser:** Student Unions' point of contact. The organiser reviews funding availability and will contact you with any concerns regarding your print submission.
- **General Office Coordinators:** Club members' point of contact. The coordinators review funding availability and will contact you with any concerns regarding your print submission.
- **Communications Coordinator:** Reviews your content and logo to ensure it follows guidelines.
- **Copy Centre Coordinator:** Handles all printing for your request and will call you for pick-up.