

Haskayne Student Club Marketing Guide

For any questions please email

mktgcomm@haskayne.ucalgary.ca

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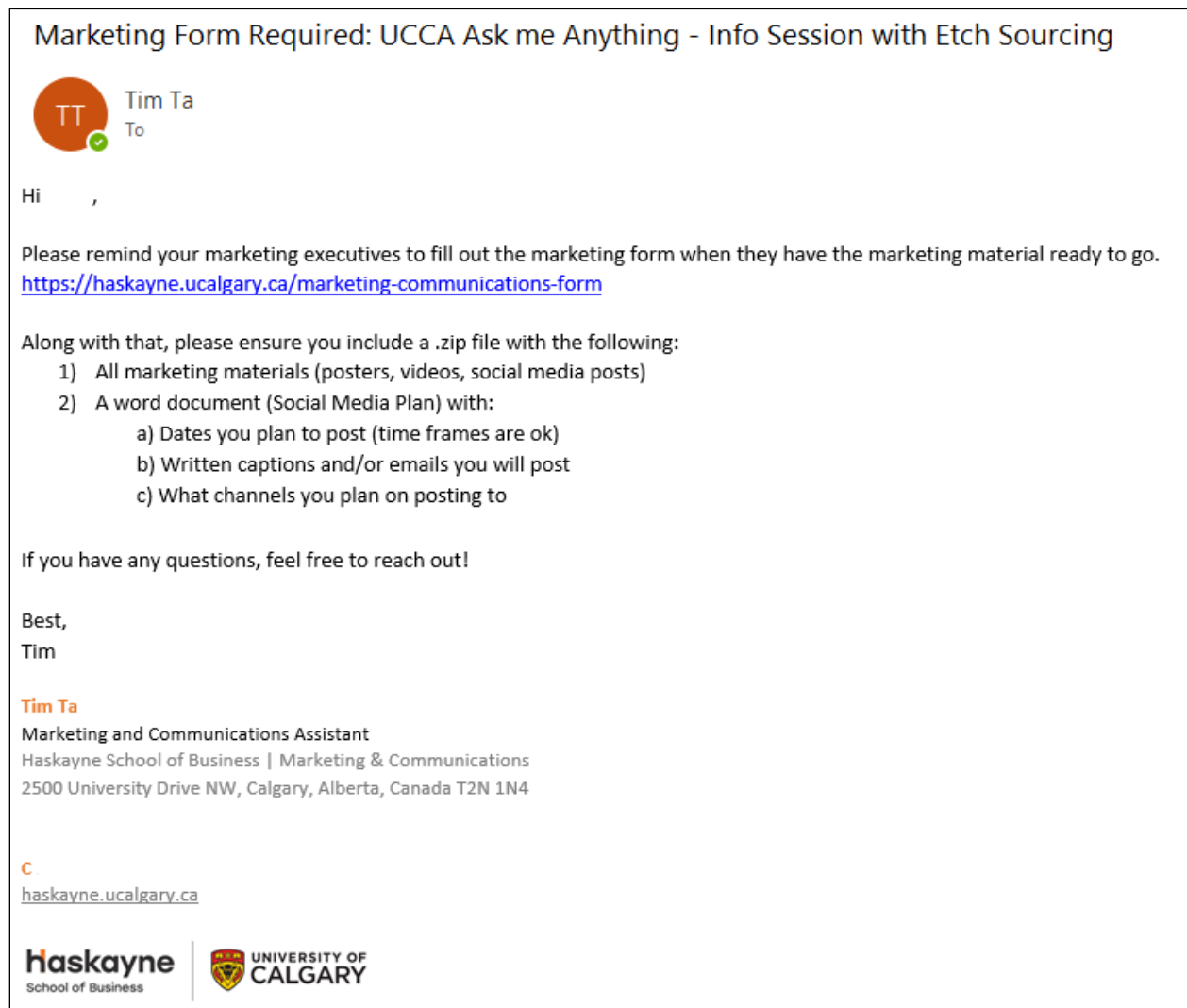
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Steps to get Marketing approval

1. Submit your event request via clubhub

2. Fill out the Marketing form

If you have marketing materials, it will need to be approved by the Haskayne MarCom team. After you have submitted your event request, you will receive an email like the one below. Fill out the [marketing form](https://haskayne.ucalgary.ca/marketing-communications-form) at least 7 days before your first post or release of marketing materials.



When submitting your marketing form, please include a **.ZIP file with:**

- All your marketing materials
 - All social media posters you've designed/created
 - Including animated versions, etc
- A social media plan outlining:
 - Dates you plan on posting (a time frame is perfectly fine)

- What social media channels you will be posting these to
 - Instagram, Instagram stories, TikTok, Facebook, X
- Indicate any photos/images you plan to use
- What your caption will be for each one (hashtags included)

3. Wait for approval from the Haskayne Marcom team

- a) You will either get an approval email from me telling you your marketing material is approved.
- b) Or you will get an email asking for more details, revisions, etc (if this happens, please make the needed revisions and send it back for final approval).

4. Once you have marketing approval feel free to begin marketing your event!

Please note: If your event date/time has **not been confirmed** and your marketing materials indicate this, please change it to “Information coming soon” or “TBD” unless you plan on posting your marketing materials AFTER your date/location have been officially confirmed.

You will now have to fill out the [Final Approval request](#)

Have a great event!

Do's and Don'ts of Student Club Marketing

Do Not:

- Post before getting marketing approval
- Use the Haskayne logo without Marcom approval (merch, posters, etc)
 - The use of Haskayne's logo is very rare, instead use the Haskayne Student Club interlock
- Forget your .zip file **with your marketing plan**
- Market alcohol, tobacco, banned substances, or overt sexual imagery
- Submit marketing materials less than 7 business days before posting

Do:

- Submit your marketing requests at least 7 business days in advance to ensure you get approval in time for your event
- Include your marketing plan in your .zip file
 - Date/time frames of posts
 - Channels you plan on posting to (Instagram, Facebook, TikTok, etc)
 - Captions
 - Hashtags
- Check your email after submitting in case revisions are needed
 - If you do not get an email back from me within 5 business days please follow up
- Submit your marketing materials in a .zip file

Logo Usage

- We recommend you use your student club logo on all marketing materials and merch
- You may also use the new Haskayne Student Club interlock on marketing materials and merch to show the connection with Haskayne. You can download it [here](#)
- Refrain from using the Haskayne logo. The only exception is merch - please see below for instructions

Designing Merch

- If you plan to print merch using your own club logo/branding - Haskayne MarCom **does NOT** need to approve your design. Customize your merch as you please without Haskayne's logo.

If you want to use the Haskayne logo on your merch - you may use the new Haskayne logo along with the UCalgary logo. **However, you must work with the Haskayne MarCom team for this.** Haskayne MarCom will send the logos directly to your printer/supplier and will need to review the proof/mockup to provide final approval. Merch with the Haskayne and UCalgary logos must follow Haskayne brand colours, found [here](#)

- If you choose to use the “Haskayne Student Club logo” you are free to:
 - Use colours outside of the brand colours
 - Please still submit your merch for review. This process is much quicker and easier since you're not using the Haskayne logo
- You cannot use the UCalgary logo alone without the Haskayne logo. If you would like, UCalgary offers a logo specifically for Student clubs, found [here](#). This version does not have Haskayne in it at all

Marketing Materials

- Refrain from using the Haskayne logo. Instead, you can:
 - Type “Haskayne x (Student Club) Annual Info Session”. This is perfectly fine
 - Or you can use the Haskayne Student Club logo
- Do not call events “Haskayne Annual Dinner”, “Haskayne Year End Gala”, etc)
 - Instead, you may use “(Student Club) Annual Dinner” and mention that Haskayne students are invited or “Open to Haskayne students”
 - If your club's name has “Haskayne” in it, use the complete name (ex. Haskayne Student Association).

If you have any questions about the marketing approval process or limitations, feel free to email mktgcomm@haskayne.ucalgary.ca