



## **Greek Life Marketing Policy**

### **Selecting Art or Language**

Any student organization product including the university's name or trademarks must be consistent with Samford University's Code of Values.

Greek organization marketing materials including flyers, social media, t-shirts, and other any other promotional items or advertisements may not contain any of the following:

- References to Alcohol
- References to Drugs
- Racial or Discriminatory Language or imagery
- Graphics or Language of a Derogatory Sexual Nature

### **Samford Licensure**

For more information see guidelines from the Office of Marketing and Creative Service page that includes internal and external policies for licensure.

### **Approval Process:**

The Office of Greek Life must approve all chapter created items, including but not limited to items with chapter letters in Greek letter form or written out, with a theme, or made for an event, with Samford's licensing marks or not. Samford Greek chapters are required to use Samford licensed vendors.

Students should submit the proposed item via photo in PDF format through the OrgSync form for marketing and promotional item approval. An authorized employee from the Office of Greek Life will provide electronic written notice that artwork has been reviewed and approved along with a sample of the artwork to Marketing and Creative Services.

If you have any questions or concerns, please contact the Office of Greek Life at [greeklife@samford.edu](mailto:greeklife@samford.edu) or 205-726-2028.