



Executive Order on the Establishment of Marketing Guidelines for IU Student Government

By the authority vested in me as the Student Body President of Indiana University Bloomington and the Chief Executive Officer of Indiana University Student Government, it is hereby ordered as follows:

Section 1. Policy. It is the policy of the Indiana University Student Government to ensure consistency, professionalism, and clarity in all communications and promotional materials produced by the organization. This executive order mandates the creation and implementation of official marketing guidelines for IUSG to achieve these objectives.

Section 2. Definitions. For the purposes of this executive order, the following definitions shall apply:

- (a) **Marketing Guide:** A comprehensive set of guidelines encompassing the Branding Guide, Style Guide, and any other related directives. It will serve as the overarching reference for all marketing, branding, and communication efforts undertaken by the IUSG.
- (b) **Branding Guide:** Establishes the standards for the organization's visual identity, including specifications for the logo, color palette, typefaces, and other graphic elements, thereby ensuring consistent and cohesive branding across all platforms.
- (c) **Style Guide:** Establishes the standards for written communication and professional documentation, both within the organization and for external audiences.

Section 3. Assignment to the Department of Communications.

- (a) Pursuant to the authority vested in the Department of Communications by R.B. § 4-8-3, the Department shall produce comprehensive Marketing Guide(s) as the official reference for all marketing, branding, and communication efforts undertaken by IUSG.
- (b) The Department shall produce at least a Branding Guide and a Style Guide to fulfill these objectives and shall possess the authority to develop additional guidelines as deemed necessary by the department or the Student Body President.

Section 4. *Implementation.*

- (a) The Department of Communications, under the direction of the Executive Press Secretary, shall bear responsibility for implementing this Executive Order. The Department shall collaborate with relevant departments and offices, including, but not limited to, the Office of the Student Body President and the Department of General Operations, to ensure its effective execution.
- (b) The authority to update and modify the Branding and Style Guides shall reside with the Communications Department, at the direction of the Student Body President or Executive Chief of Staff, to ensure that any changes align with IUSG's evolving communication needs and maintain the integrity of the organization's brand and voice.
- (c) The Department shall ensure that all guidelines and templates produced in accordance with this Executive Order are made publicly available.
- (d) All executive offices and departments are hereby mandated to adhere strictly to the guidelines and standards established in the Marketing Guides.
- (e) Other branches, offices, and departments outside the executive branch are strongly advised to conform to the guidelines produced by the Department of Communications.
- (f) The Department of Communications, pursuant to the authority granted in R.B. § 4-8-3(b)(1), shall not permit the posting of any material from any IUSG entity to IUSG-affiliated social media accounts that contravene the guidelines produced by the Department.
- (g) Any deviations or exceptions to these guidelines must receive prior approval from the Department of Communications before implementation.
- (h) The Department of Communications shall be responsible for archiving all secondary social media accounts managed by any entity within the IUSG. Furthermore, the Department shall take necessary steps to consolidate and optimize IUSG's media presence by maintaining a singular, centralized account for each social media platform.

Section 5. *Compliance and Enforcement Mechanisms.*

- (a) Upon the completion of the Branding Guide and Style Guide, the Department of Communications shall assume responsibility for monitoring compliance and ensuring adherence to all guidelines across the organization.
- (b) It is recommended that all IUSG entities work closely with the Department of Communications to ensure adherence to the Marketing Guide(s). The Department shall serve as the primary resource for guidance and support in implementing the guidelines.
- (c) The Department of Communications shall periodically review communications and promotional materials produced by IUSG entities to ensure adherence to the Marketing Guide(s). This monitoring includes, but is not limited to, reviewing

social media posts, official publications, event promotions, and internal communications.

- (d) Any instances of non-compliance identified by the Department of Communications or reported by other members of IUSG shall be documented and addressed promptly. The Communications Department shall establish a procedure for reporting non-compliance, which shall be communicated to all IUSG entities.
- (e) Upon identifying non-compliance, the Department of Communications shall issue a notice to the concerned entity, specifying the nature of the violation and the required corrective actions. The entity shall be provided with guidance and support to rectify the non-compliance in a timely manner.
- (f) Any changes made to the Marketing Guide(s) within a given semester shall be reported to all members of IUSG. This ensures that all entities are informed of updates and modifications to the guidelines in a timely manner.

Section 6. *General Provisions.*

- (a) Nothing in this order shall be construed to impair or otherwise affect the authority granted by law to an executive department or agency, or the head thereof, or that of any IUSG entity.
- (b) This order shall be implemented in a manner consistent with applicable law and subject to the availability of appropriations.
- (c) This order is not intended to, and does not, create any right or benefit, substantive or procedural, enforceable at law or in equity by any party against Indiana University, its departments, agencies, or entities, its officers, employees, or agents, or any other person.

Section 7. *Effective Date.* This order is effective immediately upon signature.



Cooper Tinsley
Student Body President
Indiana University Student Government

18 August 2024