



Executive Order on Amending Executive Order EO 77-02

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, unity, professionalism, and clarity in all communications and promotional materials produced by the organization.

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

- (a) External materials: All physical and digital graphics, designs, and visual materials intended for distribution to audiences outside of IUSG, including but not limited to promotional materials, public-facing literature, handouts, and social media content.
- (b) Internal materials: Any physical or digital graphics, designs, and visual materials intended solely for internal use within IUSG, including communications, resources, or materials distributed among IUSG members, branches, units, departments, or offices.

Section 3. *Amendment to Executive Order EO 77-02 Section 4(d).*

- (a) Section 4(d) is hereby amended to obligate all branches, units, departments, and offices of the Indiana University Student Government to abide by the Marketing Guides described in Executive Order EO 77-02 and shall be revised to read as follows: “(d) All branches, units, offices, and departments are equally required to conform to the guidelines produced by the Department of Communications. This subsection shall not be interpreted as a means to limit access to IUSG social media accounts to those prescribed access by statute, nor shall these guidelines impose an undue burden on any branch, unit, office, or department.”

Section 4. *Amendment to Executive Order EO 77-02 Section 4(e).*

- (a) Section 4(e) is hereby amended to reflect R.B. §§ 4-8-3(g) and 4-8-3(h) by providing a mechanism for which Executive Order EO 77-02 may be enforced and shall be revised to read as follows: “(e) External materials must receive

prior approval from the Department of Communications before distribution. Internal materials, while not requiring prior approval, must still adhere to the Marketing Guide(s) outlined by the Department of Communications. The department shall make itself readily available to assist in the production of such materials, ensuring adherence to branding and messaging standards. Additionally, the department shall maintain accessible communication channels to provide timely support to all branches, offices, and departments of IUSG.”

Section 5. *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 6. *Effective Date.* This order is effective immediately upon signature.



Cooper Tinsley
Student Body President
Indiana University Student Government

10 March 2025