

## **ADVERTISING**

### **A. AS GUIDELINES**

1. AS clubs, programs, and organizations shall prominently display the current AS logo, and/or the words "Associated Students", "AS", or "ASWWU" on all printed and electronic publicity for events, activities, services, and general organizational promotion.
2. The words "Associated Students", "AS", or "ASWWU" shall be included on all stationary and business cards
3. AS clubs, programs, and organizations shall display the current AS logo, and/or the words "Associated Students", "AS", or "ASWWU" on all apparel promoting AS organizations, events, activities, and services,
4. The words "Associated Students" shall be abbreviated without periods to read "AS" unless grammatical circumstance dictates otherwise.
5. All AS materials must comply with the current WWU Equal Opportunity Statement standards. Contact the AS Publicity Center for a list of current requirements.

### **B. RECYCLING NOTICE**

The legend "please recycle", the recycling logo, or a small message encouraging recycling must appear on all paper or recyclable AS advertising and event promotion materials.

### **C. DISABILITY ACCOMMODATION**

1. AS clubs, programs, and organizations shall display a statement of disability accommodation on all printed and electronic publicity for events. The statement should read *"for disAbility accommodations, please call/contact (club or program contact phone number or email address)"*

**Interpretation and Enforcement:** AS Board of Directors, Business Director

#### **AdvertisingPolicy.doc**

Approved By: AS Board of Directors

Date Approved: 9/19/2008

Organization: Associated Students