



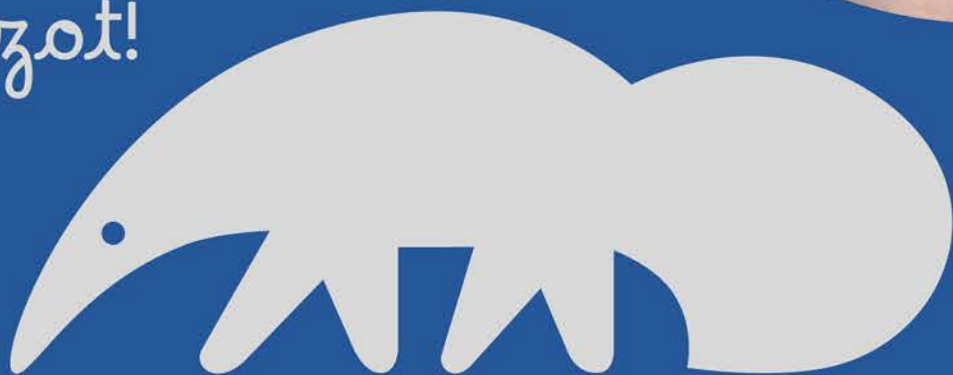
# MARKETING

 DESIGN & ADVERTISING





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zot!  
zot!



# HELLO ANTEATERS!

MEET YOUR CREATIVE TEAM

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**NIKKI WIGGINS**  
CREATIVE SPECIALIST

[nikki.w@uci.edu](mailto:nikki.w@uci.edu)

Office: G233

In-office: Monday-Wednesday (WFH Thur/Fri)

**MARK ANTHONY RAMIREZ**  
CREATIVE COORDINATOR

[markanr@uci.edu](mailto:markanr@uci.edu)

Office: G231

In-office: Wednesday-Friday (WFH Mon/Tue)

# MARKETING REQUESTS

## DESIGN & PURCHASING PROCESS

### SCHEDULE A MEETING WITH NIKKI & MARK ANTHONY

Once your event is confirmed and you've met with the Events team, contact Nikki and have your marketing ideas ready! **Please provide creative input.**

*Send me your event details (date, time, description) in the initial email!*

### SUBMIT YOUR MARKETING PURCHASE REQUESTS

Don't wait to submit your PRs. **If you need help with pricing, have those questions ready for when we meet.** Without an approved PR, orders cannot be placed and you will not be reimbursed.

*Do this or I can't buy you anything.*

### KEEP TRACK OF DEADLINES & COMMUNICATE!

Reach out if you have any questions regarding design completion and orders. Orders will not be placed without a formal request to Nikki (regardless of what is approved on your PR).

*Remember to send a copy to your SCES planner!*

# DEADLINES

DESIGN & PRODUCTION TIME

 IMPORTANT

SMALL  
EVENTS  
ONLY

# 4+

## WEEKS

BEFORE YOUR EVENT

### SMALL CAMPAIGNS

(Digital advertisements + flyer/sticker ordering.  
No large/custom ordering. PRs should be submitted  
immediately after meeting with Creative team.)

# 6+

## WEEKS

BEFORE YOUR EVENT

### LARGE CAMPAIGNS/ CUSTOM ORDERS

(Digital/Print advertisements +  
custom ordering/production time.)

# CUSTOM GIVEAWAYS

 **IMPORTANT**

[VIEW SGSM POLICY PAGE FOR DETAILS](#)

- **Each event is permitted one tangible giveaway.** Activity booths/events, where attendees already take something with them, are not eligible for an additional giveaway item.
- Quantities for custom/bulk merchandise orders may vary. **For small-mid size events, 175 is recommended.** Quantities for orders for larger events will be decided on a case-by-case basis and is at the discretion of pro-staff.
- **\*Only eligible commissions are permitted to order apparel items** (t-shirts, hats, etc.) **and bags** of any kind as a giveaway: ASUCI Elections, Concerts, Athletics, Speakers and Civic Engagement
- **All giveaways must be \$5 or less!** Many products have general quotes on their webpages for easy decision-making. We will always help you contact vendors when needed.

\*Medias & AGS are a case-by-case basis. Please inquire via email.

**ALL CUSTOM GIVEAWAYS MUST BE DISCUSSED & APPROVED BY THE CREATIVE TEAM, AND ORDERED THROUGH A UCI LICENSED VENDOR.**

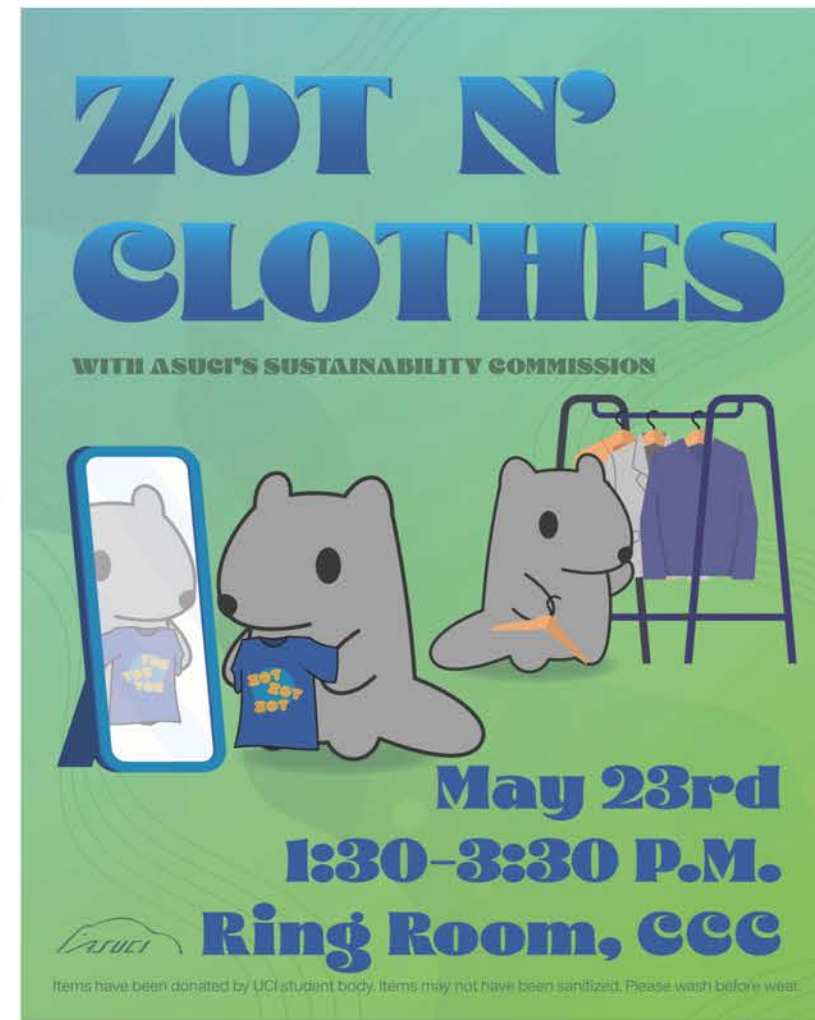
**NO EXCEPTIONS.**



# ADVERTISING

## MINIMUM ADVERTISING REQUIRED

Each event must advertise using social media, a web banner, the marquees, and a campus-wide email.



**For web banners:** Main content must be within the center of the graphic, otherwise it will be cut off on mobile.

**ALL ADVERTISING, INCLUDING SOCIAL MEDIA, SHOULD BEGIN ONE WEEK PRIOR TO YOUR EVENT/BOOTHING.**

It is the students' responsibility to forward ads to the appropriate channels.

The full list of advertising options can be found on the **Marketing Price Sheet** on the Creative page.

## MARKETING PRICING

NIKKI WIGGINS *Creative Specialist* | nikki.w@uci.edu  
 MARK ANTHONY RAMIREZ *Creative Coordinator* | markanr@uci.edu  
<https://studentgov.uci.edu/events-creative/>

### DIGITAL

Description	Cost	Size	Contact
Marquees (Outside Student Center)	(2) Free	1920x1080 px (144 dpi)	Mark Anthony Ramirez
Social Media Ads	Free	Varies	Nikki / Mark Anthony or CMTD (cmta@asuci.uci.edu)
Web Banner (ASUCI website)	Free	2000x700 px	Nikki/Mark Anthony; (Daniel Stone uploads)
Web Page/Site (Large Events Only)	Free	—	Daniel Stone
TV's (Inside Student Center)	\$40/week	1920x1080 px (144 dpi)	Nikki Wiggins
Campus Groups Graphic	Free	760 x 380 px	Nikki Wiggins or Mark Anthony Ramirez
Student Center Kiosk	\$90/week	1080x1920 px (144 dpi)	Nikki Wiggins or Mark Anthony Ramirez
New U Online Ads	\$300-600/month	Varies (newuniversity.org/advertise)	Nikki Wiggins or Mark Anthony Ramirez

**UC Irvine**  
Student Government  
Student Media

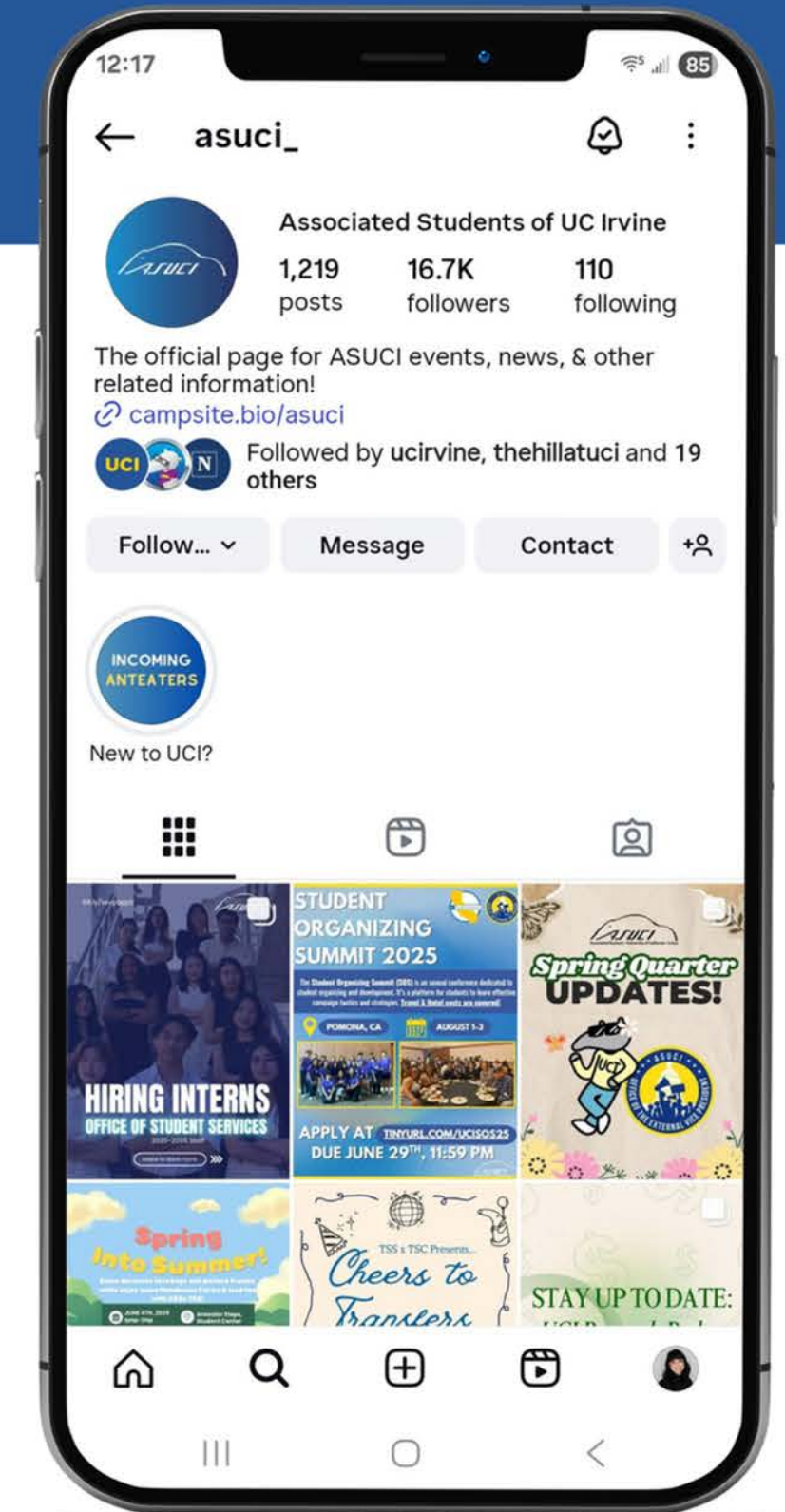
G-244 Student Center, Irvine, CA 92697-1375 | Tel: 949.824.2400 | Fax: 949.824.2010 | www.studentgov.uci.edu

**PRINT**

# SOCIAL MEDIA

## ADVERTISING, TAGGING & SHARING

- Mark Anthony & Nikki do not post on social media for you. Students should have their own coordinator for posting.  
**(ASUCI: All posts must be submitted to CMTO for publishing.)**
- **All posts must be approved by Nikki or Mark Anthony** before submitting posting. (Posts that we make you are already approved.)
- Reposting/sharing content from other accounts is not permitted. Everything we promote must represent that specific Government or Media.
- Students may have their own social media accounts. We do not regulate those. However:
  - **You may not use the any Government/Media/UCI logos without permission. That is copyright infringement.**
  - You may only repost/share content to your personal accounts from official university-recognized account(s) **after it has been posted to the official university-recognized account(s)**. We do not make content for your personal accounts.



Please email us if you are unsure about your Government's/Media's official account.

CMTO (ASUCI) REQUIRES **5 DAYS** FOR ALL INSTAGRAM REQUESTS TO BE POSTED.

# COPYRIGHT INFRINGEMENT

## & PLAGIARISM

### ALL ARTWORK NEEDS TO BE ORIGINAL

When making your own artwork, feel free to get inspiration online! **However, you cannot blatantly copy designs, logos, or characters. You also cannot take images from Google or other websites without appropriate licensing.**

For written content, **always be sure to cite your sources when taking information from other materials or websites. Not doing is considered plagiarism.**

If you have any questions, please email Nikki or Mark Anthony with your designs or ideas.

*Sorry, no Petr  
allowed.*



*(The university said so.)*

# OFFICIAL GOV/MEDIA LOGOS

MUST BE PRESENT ON ALL YOUR MARKETING ITEMS



*Simplified logos are best for  
custom merch & stickers!*

*Original logos are best for  
digital designs!*

**You may change the color but cannot distort, edit or rotate the graphic.  
All Govts/Medias: Master logo must be present on all items/materials.**

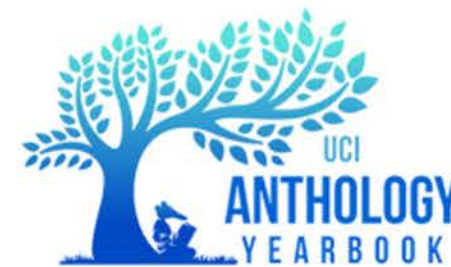
## **ASUCI:**

**Students are welcome to have their own office or commission logos present on materials, but  
your student gov logo is still mandatory.**

Send us an email if you need a copy of your gov/media logo!

# OFFICIAL GOV/MEDIA LOGOS

MUST BE PRESENT ON ALL YOUR MARKETING ITEMS



You may change the color but cannot distort, edit or rotate the graphic.  
All Govts/Medias: Master logo must be present on all items/materials.

Send us an email if you need a copy of your gov/media logo!

# THINGS TO REMEMBER

**NO EXCEPTIONS.**

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## ALL MARKETING ITEMS MUST BE APPROVED

If students choose to design their own marketing materials, it still needs to be sent to the Creative team for approval prior to printing/publishing. This also applies to social media. Be sure to include the event name in your email. Failure to get approval may result in denial of reimbursements and requests.

**UNIFORM DEADLINE: OCTOBER 31, 2025**  
(ASUCI & ANTHOLOGY YEARBOOK)

Students are eligible for t-shirts as long as both artwork and PRs are completed by 10/31. All of ASUCI will have one t-shirt design. Individual offices/commissions are not allowed to have their own custom uniform. Reorders may be done in February.

## REVISIONS AND EDITS

Once the initial design comp for your event is created/selected, you have **two opportunities for revisions**. Any changes after that are at the discretion of the Creative team.

## MARKETING RESOURCES & PRICING

Answers to frequently asked questions can be found on our website > [www.studentgov.uci.edu/events-creative](http://www.studentgov.uci.edu/events-creative). There you will also find the marketing price sheet. Please note that all custom orders should be placed through Nikki directly. Students cannot contact vendors.

## REMAIN PATIENT AND PLAN AHEAD

Give yourselves time to design and market your event! You've worked hard to organize your event, so keep track of deadlines so that all advertising materials can be ready on time. Please allow 3 business days before re-sending inquiries.

# CREATIVE WEBPAGE

## DESIGN TIPS & RESOURCES

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*Scroll down for creative section.*

**EVENTS & CREATIVE** 

[HTTPS://STUDENTGOV.UCI.EDU/EVENTS-CREATIVE/](https://studentgov.uci.edu/events-creative/)

01

### SGSM Marketing Guide

Here you'll find this slideshow to reference anytime.

02

### DESIGNS & INSPO

Here you'll find helpful resources to get creative.

03

### VENDORS & PRINTING

This is where you'll find information on university-approved vendors.

04

### PAST CAMPAIGNS

View the slideshow to see past designs made for SGSM events!

05

### PETER THE STUFFED ANTEATER

Nikki's giant anteater plushie is available to borrow for on-campus events. Fill out the request form and ask about availability. Please take care of him!

# OUR WORK



ASUCI presents

## ZOTUMN night market

October 20, 2022 • Ring Road • 5-9 PM

Join us for food/merchandise vendors, games, and live student entertainment!

ASUCI PRESENTS

### GUINNESS WORLD RECORDS™ ATTEMPT

## LARGEST GAME OF RED LIGHT/GREEN LIGHT

OFFICIAL ATTEMPT

September 21, 2022 • Aldrich Park • 10:30 a.m.  
Irvine, California, USA

Register at [www.welcomeweek.uci.edu](http://www.welcomeweek.uci.edu)

Free limited edition t-shirt & string backpacks! (limited supply)

Must sign online waiver.  
No bags allowed.

Must wear flat, closed-toe shoes to participate. (No cleats) No exceptions.

ASUCI PRESENTS

### MENTAL HEALTH & STUDENT EXPERIENCE COMMISSIONS

## BOUNCE

### Your Stress Away!

RSVP on May 00 at 0:00 PM

MAY 22 • 1:00-4:00 P.M. • ALDRICH PARK

ASUCI Speakers Commission Proudly Presents

## RAINN WILSON

May 21, 2024 | 6:00 - 7:00PM

Pacific Ballroom AD  
Standby line does not guarantee entry.

RSVP: May 14th at 5:00PM PST  
[https://campusgroups.uci.edu/asucievents/rsvp\\_boot?id=1933643](https://campusgroups.uci.edu/asucievents/rsvp_boot?id=1933643)

FACT: \*EVENT IS OPEN TO UCI UNDERGRADS ONLY.

ASUCI PRESENTS

in collaboration with UCI Office of Campus Engagement

## WINTER LOVE

RESCHEDULED DATE ANNOUNCED!

- ♥ APRIL 13<sup>TH</sup>
- ♥ RING ROAD
- ♥ 5-8:00 PM

FOOD, MERCH, GAMES & MORE!

### NIGHT MARKET

ASUCI PRESENTS

## ZOTOLYMPICS WINTER TOURNAMENT

### VOLLEYBALL SIGN-UPS

JANUARY 10, 2023 | 5-8 PM

REGISTER HERE!

[HTTPS://DOCS.GOOGLE.COM/FORMS/D/E/1FAIPQL8F9\\_6CANSU8306TRMB-ASWZNA-AAHAQR\\_9A17RH29VWJA4030/VIEWFORM?USP=PP\\_URL](https://docs.google.com/forms/d/e/1FAIpQL8F9_6CANSU8306TRMB-ASWZNA-AAHAQR_9A17RH29VWJA4030/VIEWFORM?USP=PP_URL)

Peter's ASUCI PRESENTS

## ANTHILL RUN 5K

2024

April 9<sup>th</sup> ARC Field

Run from 5-7:00 P.M.

Arrive early! Registration begins at 4:30 P.M.

Free towel to the first 400 runners!

Winner will get a brand new Stanley® cup!

\*Must be a UCI Undergrad to participate.

ASUCI PRESENTS

## DEFEND THE BREN

SIGN UP NOW TO PERFORM AT DEFEND THE BREN AS AN ACAPELLA GROUP!

SUBMIT APPLICATIONS BY: FRIDAY, OCTOBER 23<sup>TH</sup> @ 11:59 PM

APPLY HERE

<https://forms.gle/BCac1L3GZhc8cSLcA>

# THANK YOU



● GOOD LUCK, ANTEATERS



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ALL CREATIVE, MARKETING &  
GIVEAWAY POLICIES

