PROMOTIONAL GUIDELINES FOR STUDENT CLUBS AND ORGANIZATIONS

BRANDING GUIDELINES

Registered student clubs and organizations are allowed to create their own logo to represent their identity. However, they may not use the logos or branding of Tallahassee State College or Tallahassee State College Athletics. Groups may use "TSC" or "Tallahassee State College" in conjunction with the name of the group. For example, "TSC Creative Writing Club."

Designs for promotional materials must be approved by the Office of Communications and Marketing.

PROMOTING YOUR CLUB, ORGANIZATION, OR EVENT

The Office of Communications and Marketing provides various display opportunities for you to promote your organization, events, and initiatives. TSC is a flyer-free campus, so Clubs and Organizations should only use digital channels for promotion. We use the following methods to communicate with students about clubs, organizations, and events:

- **Carousel Screens:** These are the large digital screens found throughout campus that display upcoming events and other relevant information.
- **TSC Announcements and Student Life pages on MyTSC**
- **Dedicated Club Page on MyTSC**
- **Instagram Reels and Stories @tallystate**

The Office of Communications and Marketing will ultimately determine where your materials will be posted.

DESIGN APPROVAL AND ASSISTANCE

Please submit your design to the Office of Communications and Marketing for review at communications@tsc.fl.edu at least two weeks before your event. The preferred format is Canva.

If you need design assistance, please email the following information to communications@tsc.fl.edu at least two weeks before your event:

- Name and logo of the group
- Event name and short description
- Date, time, and location of the event
- RSVP information, if applicable

MyTSC GROUP PAGES

To request the creation of or access to a MyTSC page, email the Office of Communications and Marketing at communications@tsc.fl.edu with the name of your group and the names of at least two members who will manage the page.