

# Outreach & Publicity

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Resources, tools, & services

# Publicity Tools

Print, digital, radio, events



Associated Students offers every A.S. entity free resources and tools to make outreach easier!  
Whether you're advertising an event, sharing with students the work that you do,  
or spearheading a campaign, A.S. can help you reach your goal.

# Print Materials

- Flyers
- Apparel & SWAG
- Banners
- Bookmarks
- Brochures
- Stickers
- Business cards
- Annual reports
- Newspaper ads (*The Bottom Line, The Nexus, Santa Barbara Independent, etc.*)

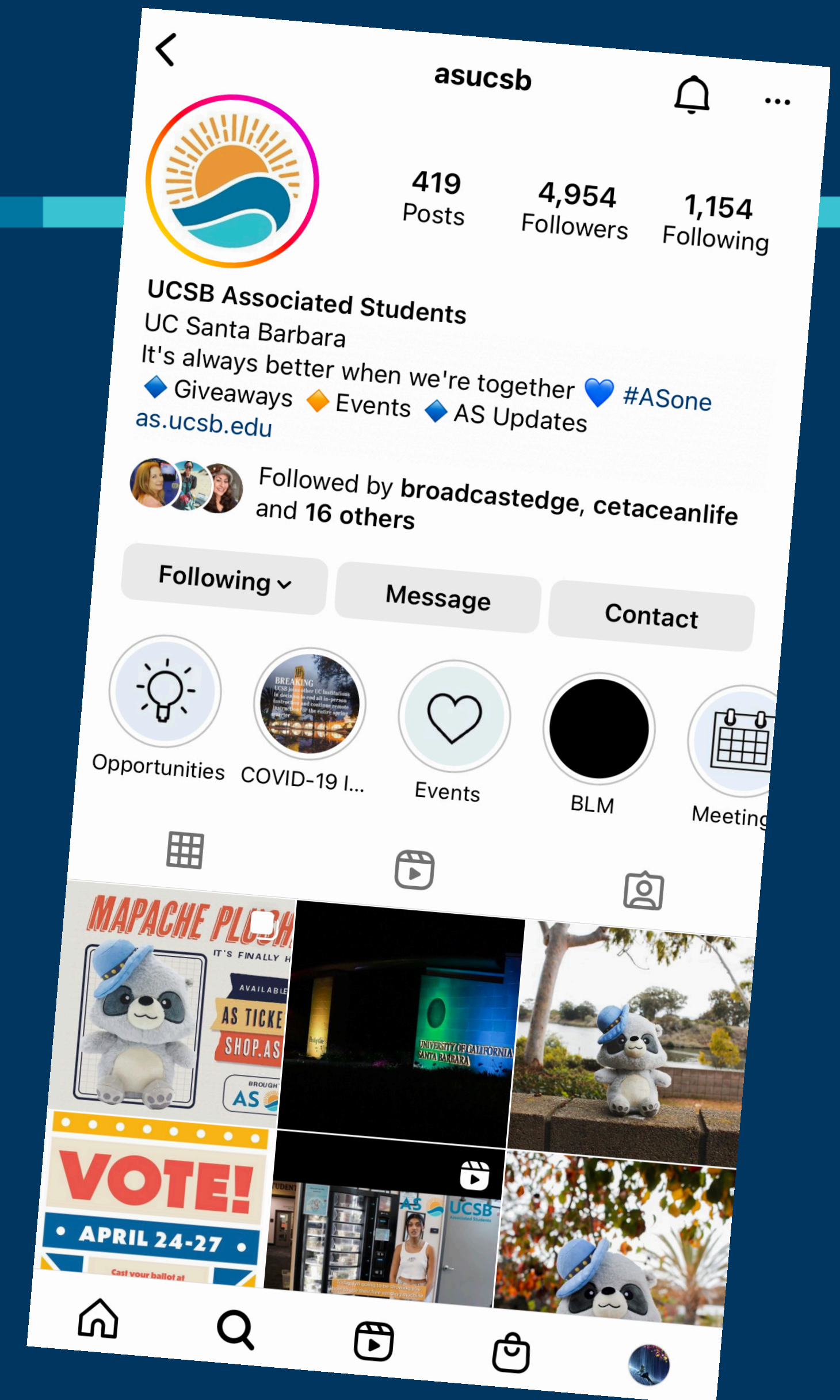


# Digital

- Social Media
  - A.S. Instagram [@asucsb](#)
- UCEN screens  
(Chelsea can post for you)
- Digiknows (dining commons, residence halls)
- Shoreline events
- Events calendar: [events.ucsb.edu](https://events.ucsb.edu)
- Your website!
- Student Affairs weekly newsletter
- Department list serves
- Internal:
  - A.S. email listservs: Execs/  
Senate, Chairs, Entities
  - A.S. Slack: #general and  
#events channels

# Official A.S. Social Media

- YouTube [@associatedstudents](#)  
Event recaps, UCSB TV episodes, how-to videos,  
*your* videos!
- Instagram [@asucsb](#)
- Twitter [@as\\_ucsb](#)
- TikTok [@asucsb](#)
- LinkedIn
- Facebook



# Events & Gatherings

- Concerts
- Fundraisers
- Meetings
- Tabling
- Rallies
- Fairs
- Town halls
- Workshops
- Movie screenings
- Think of goal first—how to best achieve?
- Plan ahead! (venue, graphics/advertising)
- Research other events on same date

Event planning help: [eventplanning.as.ucsb.edu](http://eventplanning.as.ucsb.edu)



# KCSB-FM 91.9 PSAs

- Create a public service announcement
- Email [nd@kcsb.org](mailto:nd@kcsb.org) (ideally 2-3 weeks ahead)
- Or learn how to make your own by emailing [production@kcsb.org](mailto:production@kcsb.org)



Interested in hosting your own radio show? KCSB offers trainings for prospective hosts at the start of each quarter.



# Q: 'Where can I print?'



- A.S. Publications (next to the A.S. Ticket Office) can print and bind many of your projects
- Submit A.S. requisition, then place orders at [publications.as.ucsb.edu](http://publications.as.ucsb.edu)
- Local or online printers



See A.S. Sustainability Policy: [sustainability.as.ucsb.edu/clothing](http://sustainability.as.ucsb.edu/clothing)

# Q: 'Where can I post flyers?'

- A.S. offices
- A.S. bulletin board  
(UCEN, next to Jamba Juice)
- The Hub (bottom of stairs)
- Six kiosks around campus  
(must include entity or A.S. logo)
- Bulletin boards designated  
as "general purpose"
- Residence halls/dining  
commons  
(prior approval from RHA)
- Staked banners/signs may  
be placed in ground cover or  
lawn areas for a maximum of  
two weeks. No roundabouts.
- Banners on Storke Plaza  
railings and bike tunnels

# Collaborate *AS ONE!*

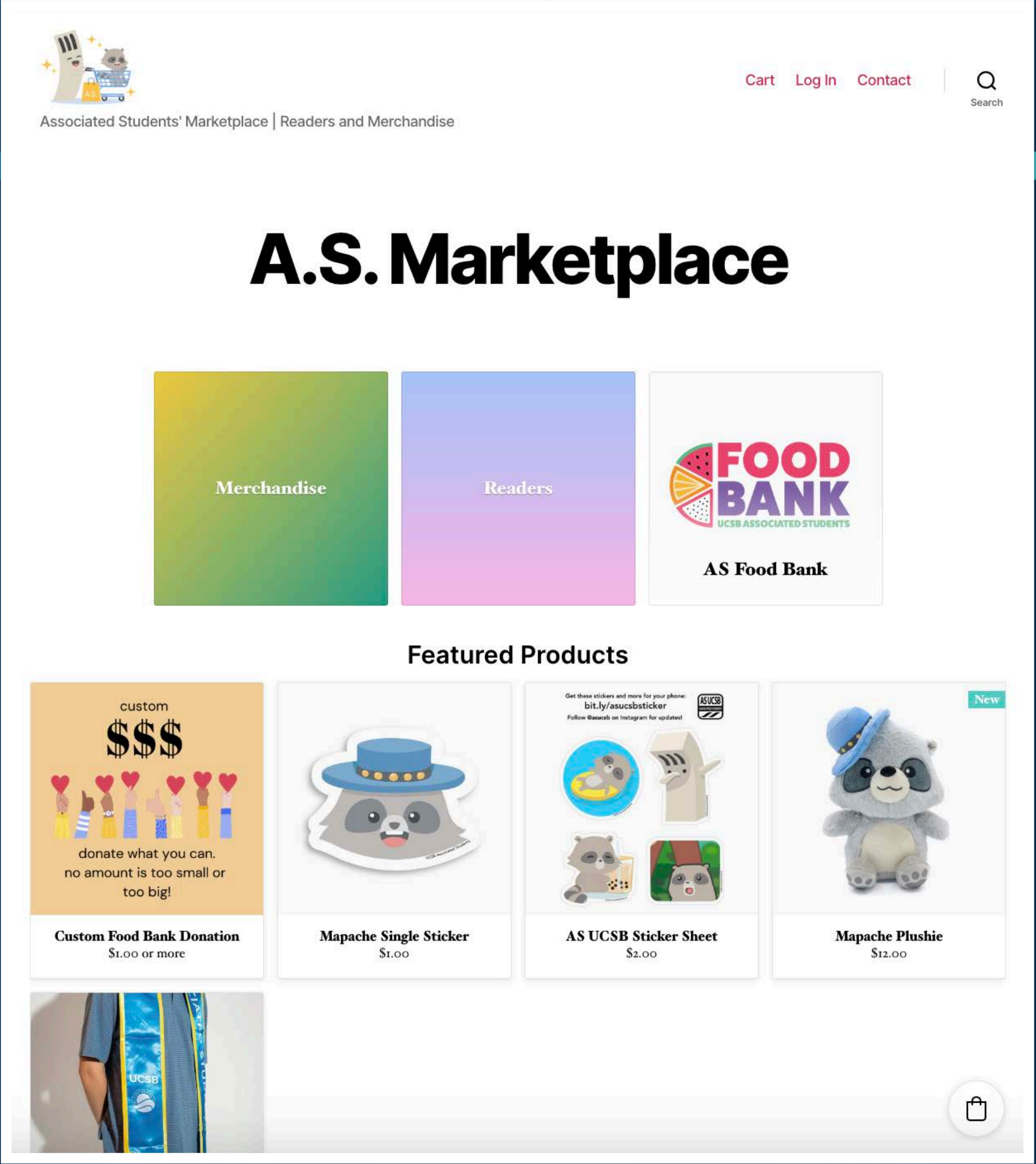
- Cross-promote each other's work
- Consider co-sponsoring an event — double the exposure and a shared budget!
- Support each other's events
- Join the A.S. Raffle



List of all A.S. entities: [as.ucsb.edu/current-organizations](https://as.ucsb.edu/current-organizations)

# Sell on A.S. Marketplace

[shop.as.ucsb.edu](https://shop.as.ucsb.edu)



# Media Services

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Free and available to all A.S. Entities

# Creative Media Unit (CMU)



- Official A.S. Marketing
- Visual Media & Marketing Services
- A.S. Media Center (Bldg. 434, Rm. 141-H)
- UCSB TV

Contact: [creativemedia.as.ucsb.edu/contact-us/](https://creativemedia.as.ucsb.edu/contact-us/)



# Marketing Campaigns



**MAKE YOUR MARK ON STUDENT GOVERNMENT**



Declare candidacy by: March 8, 2023  
[elections.as.ucsb.edu](https://elections.as.ucsb.edu)





**ASSOCIATED STUDENTS PRESIDENT**  

"Serving as President of the student body has been an extremely eye-opening experience. The passion of holding a student leadership position is difficult but very rewarding - not just for your accomplishments, but also in the values and virtues learned along the way."

**-Gurleen Pabla**  
**2022-2023 AS President**

**MAPACHE PLUSHIE!**  
IT'S FINALLY HERE !



AVAILABLE NOW AT THE  
**AS TICKET OFFICE** OR  
**SHOP.AS.UCSB.EDU**

BROUGHT TO YOU BY:  
**AS UCSB**



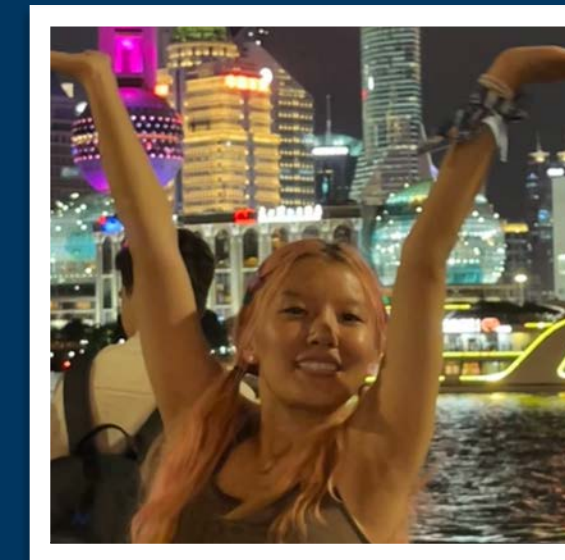
ENJOY !

# Visual Media Services (A.S. Entities Only)

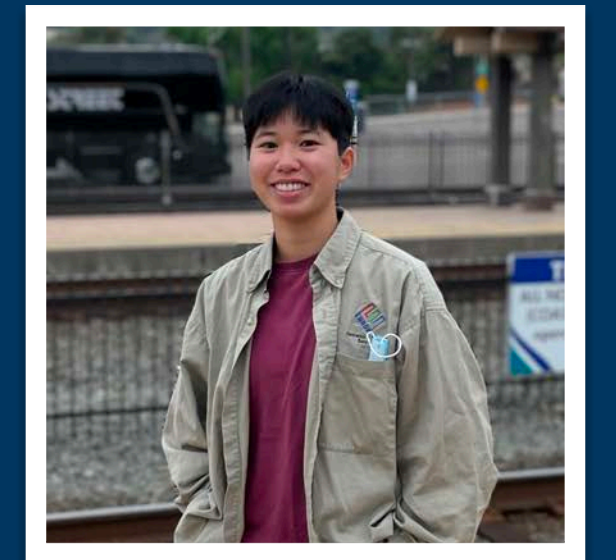
- FREE!
- Request at [graphics.as.ucsb.edu](https://graphics.as.ucsb.edu)
  - Graphic design
  - Photography
  - Videography
  - Web development
  - One-on-one training



Jacob Hernandez  
Student Graphic Artist



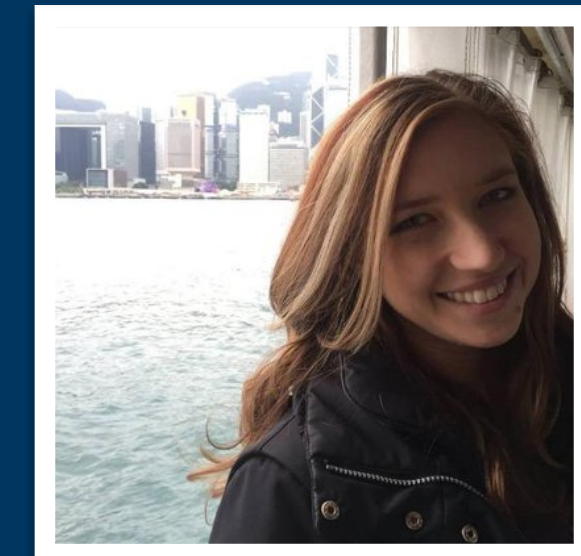
Destiny Gong  
Student Graphic Artist



Wenya Froling  
Student Videographer



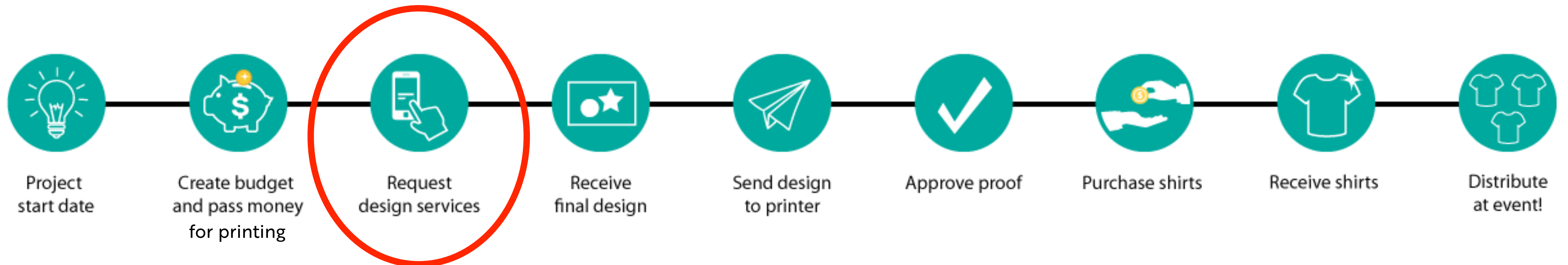
Simone Rotman  
Student Photographer



Chelsea Lyon-Hayden  
Art Director & CMU Advisor

# Visual Media Services cont'd

## Example timeline for ordering shirts:



# A.S. Media Center

- [mediacenter.as.ucsb.edu](http://mediacenter.as.ucsb.edu)
- Free camera equipment rental program
- Computer lab, photo studio, study and meeting space
- Workshops
- LinkedIn headshots



# UCSB TV

Associated Student's student news broadcast team covering current events, community, and campus culture.



UCSB TV Spring 2023 Episode 6: Lot 22 Closed to Performers, Sports Highlights, & Title IX Court Case



UCSB Associated ...  
237 subscribers

Subscribe

3

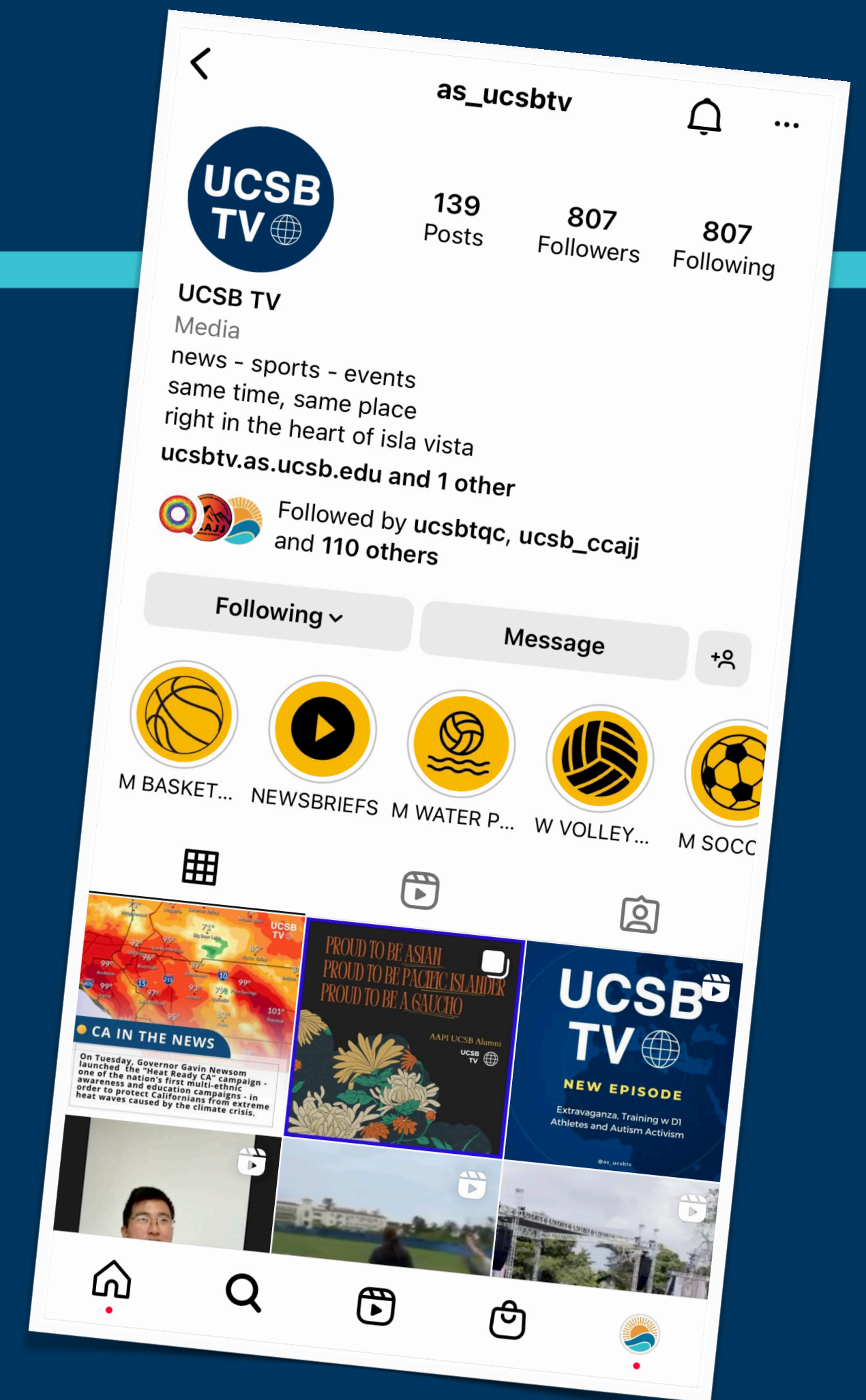


Share



96 views 3 months ago

Welcome back to our sixth and final episode of UCSB TV for the 2022-2023 school year! On this episode, Pricila Flores investigates UCSB administration's decision to ban performing artist groups from practicing in the Lot 22 parking structure, Ryan Greenberg and Hannah Abergel recoun ...more



@as\_ucsbtv

[www.youtube.com/associatedstudents](http://www.youtube.com/associatedstudents)

# Publicity Guidelines

For all A.S. Entities

# A.S. Branding

- Logo redesign launched in 2022
- Branding Kit: [as.ucsb.edu/logo](https://as.ucsb.edu/logo)
  - Logo files
  - Letterheads
  - Usage guidelines

## Colors:

ASUCSB Gold

HEX: #f09c3c  
RGB: 240, 156, 60

ASUCSB Teal

HEX: #38c2d1  
RGB: 56, 194, 209

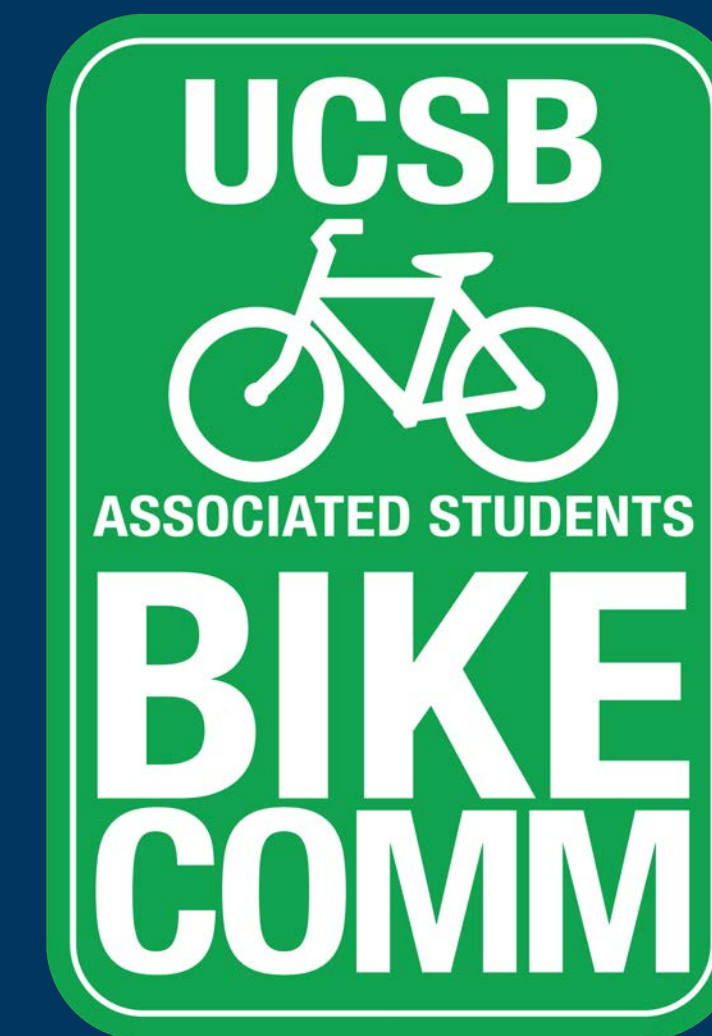
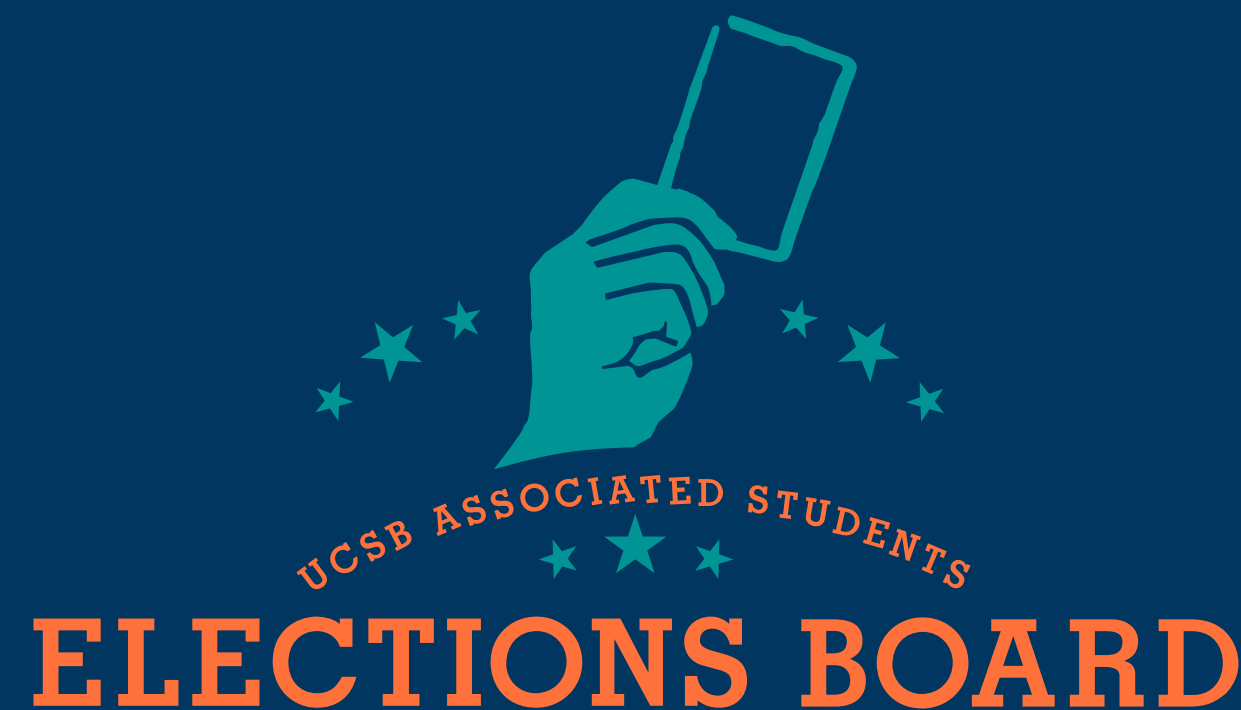
\*ASUCSB Blue is used for  
in-logo text.  
Black (#000000) &  
White (#FFFFFF)  
are also allowed.

ASUCSB Blue

HEX: #0076A1  
RGB: 0, 118, 161<sub>2</sub>

# A Word About Logos

- Your entity's logo must include UCSB Associated Students or Associated Students somewhere
- All social media accounts must include Associated Students



# Reference: A.S. Legal Code

[www.as.ucsb.edu/documents/governing-documents/](http://www.as.ucsb.edu/documents/governing-documents/)

- All visual media for programs held by any A.S. entity shall contain the A.S. name and logo and/or the respective A.S. entity's name and logo.
- All visual media for programs funded by any A.S. entity shall contain the A.S. name and logo and/or the respective AS entity's name and logo.
- Public social media must identify the entity as part of the "ASUCSB" or "Associated Students of UCSB" in either page title or description.
- Any new official website must include as.ucsb.edu in it's URL.

[www.as.ucsb.edu/elections/code.php](http://www.as.ucsb.edu/elections/code.php)

- No money allocated by the Associated Students to any special interest or registered group or appointed officers (either partially or totally funded by A.S.) may be used in any way to promote or support any slate or Candidate.

# Reference: Campus Posting Guidelines

[seal.sa.ucsb.edu/campus-organizations/campus-organizations-officer-tools/marketing-posting-guidelines/](https://seal.sa.ucsb.edu/campus-organizations/campus-organizations-officer-tools/marketing-posting-guidelines/)

# UCSB Logo & Seal

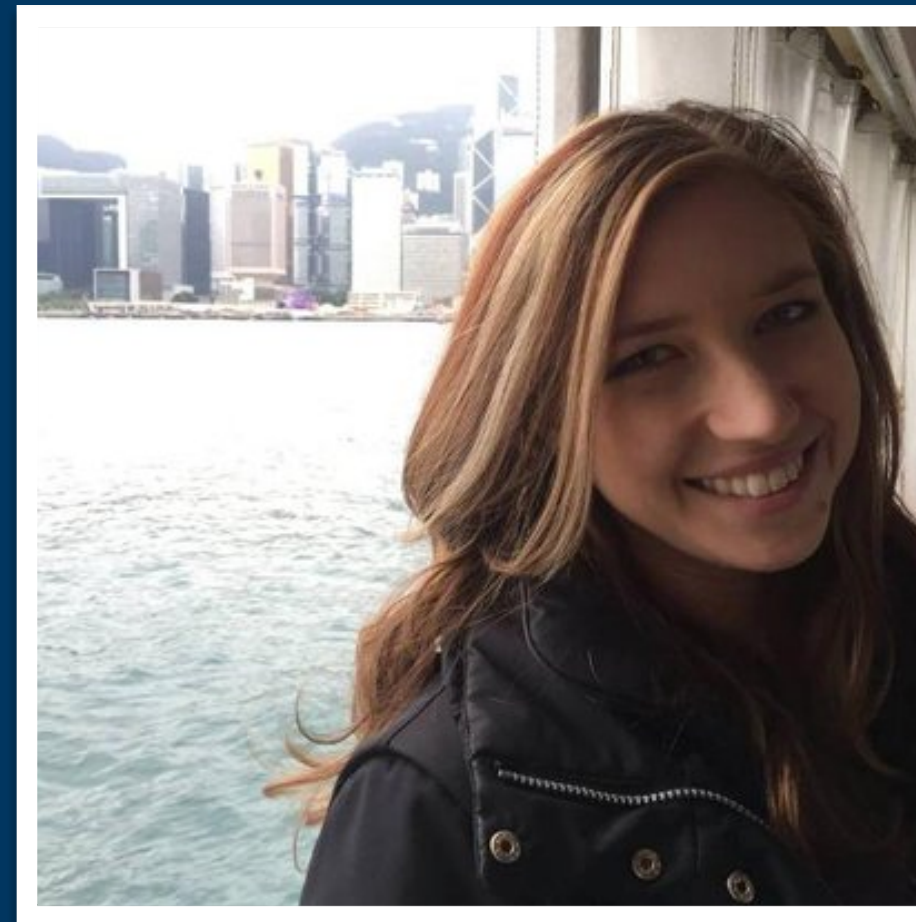
- [www.ucsb.edu/graphic-identity/logo-seal](http://www.ucsb.edu/graphic-identity/logo-seal)

**UC SANTA BARBARA**

**UCSB**



# Contact



**Chelsea Lyon-Hayden**

Art Director & CMU Advisor

[chelseal@as.ucsb.edu](mailto:chelseal@as.ucsb.edu)

Also on Slack

Office: A.S. Annex (Building 434, Room 141-H)