

STUDENT CREATIVE SERVICES POLICIES

K-STATE STUDENT UNION MARKETING



CONTENT OF THE PROJECT:

- All required text, logos, photographs, artwork or other materials pertinent to the content of the project should be submitted in the project request before work on the project can begin.
- If all materials are not provided, SCS will hold the project until they are made available. The deadline for project completion will be adjusted accordingly.
- Repeated edits or adjustments while the project is in progress may result in extended deadlines.
- When providing a free service to student organizations, SCS reserves the right to limit the number of hours spent completing requested projects.

SCHEDULING:

- SCS requires as much lead time as possible for each requested project. While the required time will fluctuate per project, three weeks of lead time is recommended.
- Outside of the time it takes to create requested assets, allow for time for consultation meetings, printing and publication.
- While three weeks of project time is recommended, SCS cannot absolutely guarantee completion of projects within that timeline if SCS student specialists are working at capacity.
- All SCS student specialists are full-time students. SCS work is not completed after regular office hours, over weekends or during holidays.

CONTACT:

- Only one person will be the direct contact for each project. While having multiple people during consultations and getting review by a larger committee is acceptable, SCS will only have one designated point of contact per project.
- If there is no response from clients for an extended period of time, requested projects will be archived.
- All project-related communication should happen through SCS's project management software, WorkZone. Once your project request is accepted, you will receive an invitation to log in to WorkZone and access your specific project space.

AVAILABILITY AND COST:

- SCS provides free creative and marketing services to recognized student organizations and organizations who receive Student Service Fee (SSF) funding from K-State Student Governing Association.
- Organizations who are not student organizations and do not receive SSF funding are eligible for SCS services for a \$20/hour fee. For a more accurate quote, please contact SCS.

STUDENT SPECIALISTS:

- SCS student specialists are majoring in graphic design, communications, advertising, public relations, marketing and other related degree programs.
- SCS employees are given autonomy to manage their own schedules and projects.
- SCS will strive to interpret client requests while providing various creative approaches to the project. SCS students are trusted to provide expertise on assigned projects and help clients realize their vision.

PROJECT RESTRICTIONS, USAGE RIGHTS AND WASTE:

- Potential clients should not utilize SCS if they do not plan to use our final products.
- By providing visual or written assets to SCS for projects, the client is expressing permission has been given for use.
- Ownership of final assets created is retained by SCS.
 - Clients or related individuals or organizations may not significantly alter SCS work without written approval by SCS.
 - After the project process has begun, clients will not allow other individuals to implement other works (including alternative or spin-off designs such as posters, newspaper ads, brochures, etc.) related to or promotions of the same event or direct subject matter as the SCS project.
 - Use of logos, posters, videos, photos and other visual assets created by SCS are absolutely permitted for use in other promotional materials by the client, but should not be altered, redesigned, reedited or changed substantially from original SCS work.
 - All rights not here expressly transferred to the client are reserved by SCS.
 - For any questions about usage rights, please contact SCS.

UNIVERSITY TRADEMARKS AND IMAGES:

- When university trademarks, logos, names and/or other images associated with the university are used, such use must comply with the K-State Visual Identity and trademark and licensing policy guidelines.
- A licensed vendor must produce items for commercial or promotional use. A list of current vendors may be obtained from the Trademark Licensing Office.
- Trademarks may not be used in conjunction with corporations in a manner that implies university endorsement or sponsorship.

TERMINATION OF SERVICES:

- Violation of these policies may limit the client's future use of SCS and possible termination of services at SCS and the Union's discretion.
- As long as clients remain good-faith partners, SCS will happily continue to work with them to bring their marketing goals to life.

CONTACT US:

Student Creative Services
Union Marketing
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