

LOGO USAGE



Make sure to ask for permission to use any

Hartpury Logo (Eg The Acorn, or Su logo).

The more visible and eye catching your logo is on your posts or merchandise, the more effective it will be – make sure it is **related to your society** too!

HARTPURY STUDENTS' UNION MARKETING GUIDE

ACCESSIBILITY



it is important to think about how **best** to get your marketing out there, so consider how to include the **widest audience** possible, including:

- Dyslexic friendly **font** (eg Arial)
- Distinct **text** (not white on yellow)
- In **areas accessible** to viewers

SOCIAL MEDIA



Social Media is a growing industry in this day and age, so it is a great opportunity to share your society's events and meetings. All posts should follow **SU guidelines** (we have another guide for this!). **Facebook**, **Instagram** and **TikTok** are current platforms seeing good engagement. Please make sure to tag **@hartpurysu** so we can share your posts further!

SU WEBSITE



If you are interested in having a page on the **Hartpury SU website**, we can set one up for you to keep updated! Find us at:

www.hartpurysu.co.uk

Great to display a personalised page!

ON CAMPUS



Campus is a **great place** to display marketing. Remember to **ask permission** from departments where you want to display (eg Sport or Wardens for accommodation) – they'll know the best spots! Make sure displays are removed when appropriate, such as after an event, and leave no mark. **Of course, all displays must be appropriate!**