

# Marketing

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# Logos

## OFFICIAL SEAL

The seal is used at formal, universitywide academic functions. *Use is restricted to the UCF Board of Trustees, Office of the President, Office of the Provost, and Office of the General Counsel.*



## BEST PRACTICES FOR USING OUR TRADEMARKS

### Do not alter the trademarks.

We love our trademarks just the way they are. Please be careful not to stretch, squish or flip them. Also avoid using them as part of a pattern or adding any decoration to them such as drop shadows or inner glows.

### Stick to UCF Colors.

Hot pink might be tempting, but please stick with our [brand colors](#) of black and bright gold.

## UCF INTERCOLLEGIATE ATHLETICS TRADEMARKS



### Use of UCF Athletics trademarks is restricted to UCF Athletics

- Cannot be used to represent UCF as a university
- Cannot be used to represent an academic or administrative unit
- Cannot be used in conjunction with the Pegasus, wordmark, monogram, university identifiers, unit identifiers or regional identifiers
- Cannot be used for personal business

### Authorized UCF trademark users may use UCF intercollegiate athletics trademarks if they:

- Secure permission in writing from UCF Athletics prior to using the UCF Athletics trademarks in official UCF print or electronic media

**UCF Athletics Trademark Licensing:** Contact UCF Athletics at 407.823.3198.

From the UCF branding page - <https://www.ucf.edu/brand/brand-assets/logo-identity-system/>



# Logos

- All M.D. Student Organizations must be promoted as “XYZ Interest Group ***AT*** the College of Medicine”
  - Student Organizations are not like COM departments and cannot be branded as such
  - Cannot advertise externally or internally as “UCF COM’s XYZ Interest Group” must always precede and be ***AT***
- Groups can have group logos or utilize a national logo if representing a chapter
- May **not** use any of the following in your own group’s logo design:
  - The Pegasus
  - The College of Medicine Logo
  - The Athletics Logo
  - Knightro
- **Do not alter any UCF logo or trademarked symbol** (we don’t want to be sued 😊)

# Logos

- Any logo'd item purchased using SGA dollars must have the SGA logo on it
- New SGA Logo this year!
  - PNG files are located on the Student Org Webcourse or find by visiting <https://studentgovernment.ucf.edu/records/branding/>



- Can use the COM logo on flyers for events taking place at COM



- All flyers must be approved by a member of the Student Services Team

# Media Coverage

- GPS – A Good Place To Start
- COMPASS
- FAQs/Resources
- Forms
- GPS Academics
- Policies
- Professionalism and Posts
- Student Services
- Student Organizations & Student Events**
- Exposure to Infectious Diseases and Environmental Hazards (Bloodborne Pathogens)
- Enrollment Requirements
- Extracurricular Activities
- How to Research Residency Programs
- Student Mistreatment
- Student Health Services
- Registrar
- Academic Calendars



## Welcome to the Student Organizations & Student Events page!

Everything you need to know about starting a new organization, holding an event, or requesting funding for your groups will be found below.

A number of student organizations have been formed by M.D. students and it is anticipated that more may be created as the new healthcare issues, initiatives and student needs develop. UCF College of Medicine M.D. students currently have 56 active student organizations. M.D. Student Council is also considered a student organization.

The Office of Student Affairs assists students with all aspects of student council and student organizations for the M.D. program. For any inquiries or more information beyond what is listed on this page please contact Casey Smith, Assistant Director for Student Services, at [casey.smith@ucf.edu](mailto:casey.smith@ucf.edu).

### Student Council & Curriculum Committees

### Student Organizations

### Student Organization Directory (Arts in Medicine - Medical Informatics)

### Student Organization Directory (Movement is Medicine - Wilderness Medical Society)

### Room Reservations & Student Events

### Media Coverage

Student Affairs in collaboration with the UCF COM Marketing and Communications team have worked on a new streamlined process to help get the word out on social media and through other channels about the great events and activities our M.D. Program Student Organizations host at COM and around the community. Any student organization or individual student with an approved event will be able to submit their request for coverage using this form. Please click here to [complete the request for media coverage](#) for your event today. Please note that submission of this form does not automatically guarantee coverage and will be evaluated by need and availability of staff.



# Media Coverage Requests

In collaboration with the Marketing and Communications a [survey has been created for all media coverage requests](#) through official COM channels

- Use this survey to request postings on the COM Facebook, Instagram and Twitter accounts
- Ensures only correct information is being posted to the COM and UCF Communities (catches mistakes prior to posting)
- Eliminates confusion and provides all departments with all the vital information to work together
- This helps you start with us! Please use this form!
- Submit as soon as you can
  - The Student Services Team will share the information you provide to the Marketing team on your behalf after your event has been approved
- Does not apply for the advertisement of fundraising events (see funding section)



# Changes and Updates due to COVID-19

- Changes to being on campus
  - Must wear masks
  - Must practice physical distancing
  - Must complete the Return to Campus training on webcourses
  - Must complete the Student Access Responsibility Form on webcourses
  - Must complete the COVID self checker on the UCF mobile app each morning before coming to campus
- Changes to events
  - [Official UCF Event Policy During COVID](#)
  - Continues to encourage all meetings to remain virtual unless otherwise necessary
  - Any and all events must still be approved through the Office of Student Affairs – We'll work with you!
  - For contact tracing purposes, all events must have RSVP/sign up sheets that are submitted to [medstudentaffairs@ucf.edu](mailto:medstudentaffairs@ucf.edu)
  - No food orders from Publix or other food vendors for the remainder of the fall semester. Will be reassessed in the spring
  - May order snacks as long as they are individually wrapped and prepackaged
  - Do encourage separate M1/M2 and M3/M4 activities due to the increased exposure risk of students with current clinical responsibilities
- Changes to room requests
  - Use the Virtual Room Request link to get approval and virtual events listed on the Student Lounge Calendar
  - For in person events at COM use the Event/Room Request form
- PRF orders
  - Groups may continue ordering items/supplies
  - Will be shipped to COM. The student who submitted the PRF will be notified when your items arrive
  - Must arrange a time with Student Services to come pick up items