**University of St. Augustine for Health Sciences  
Student Organizations- Swag Policy**

**Purpose**

The purpose of this policy is to establish guidelines for the design, approval, and distribution of student organization swag (examples include t-shirts, water bottles, etc.) at the University. This swag often represents student organizations, events, or causes and are a reflection of the University’s values and image.

**Scope**

This policy applies to all students and student organizations that create and distribute t-shirts with University branding and/or for event promotions, or group representation within the University.

**Policy Guidelines**

Design Standards

University Branding: Any use of the university name, logo, or other official branding must adhere to the University’s branding guidelines found at [usa.edu/brandassets](https://www.usa.edu/brand-assets/#guidelines).

Appropriateness:

* Designs including the USAHS logo must be appropriate for an academic environment and appropriate to the degrees being conferred by the University.
* Designs not including the USAHS logo must be appropriate for an academic environment and appropriate to the approved mission of the student organization.
* All designs must not include offensive, discriminatory, or inflammatory content. This includes, but is not limited to, references to drugs, alcohol, violence, politics, or inappropriate images or language.

Inclusivity: Designs should promote an inclusive and respectful campus culture and reflect the University's values of diversity, equity, and inclusion.

Copyright Compliance: Designs must not infringe upon any third-party intellectual property rights, including trademarks, logos, or copyrighted artwork, unless proper permissions have been obtained.

Approval Process

All student-designed swag must be submitted for approval to the University’s Marketing Department via the Marketing Request form found at [usa.edu/brandassets.](https://www.usa.edu/brand-assets/)

The approval process may take up to five days, so designs should be submitted well in advance of any planned production or distribution.

Revisions may be requested before final approval is granted.

Financial Accountability

Student organizations are responsible for ensuring that all financial transactions related to t-shirt production, sales, and distribution comply with the University’s financial guidelines and reporting policies.

Profits from swag sales should be used in accordance with the mission of the student organization and should not be used for personal gain.

Consequences of Non-Compliance

Swag that do not adhere to this policy may not be produced or distributed.

Student organizations that fail to comply with this policy may face disciplinary action, including revocation of privileges to create future designs, suspension of organization activities, or other sanctions as deemed appropriate.

Policy Review

This policy will be reviewed annually by the Student Services Office and the Marketing and Communications Department to ensure that it remains aligned with University values and operational practices.