



THE STUDENT ASSOCIATION

COMMUNICATION GUIDELINES

Revised on 2021-11-08 by:

Clara Nielsen, Media Committee President 21/22

Sveavägen 65, Stockholm - info@sasse.se

The Student Association at the Stockholm School of Economics

PURPOSE

This document concerns all members of SASSE when communicating with both internal and external parties. The document covers general rules regarding SASSE's graphical profile, the different communication channels for the marketing of events, as well as aspects to consider when communicating as a representative of SASSE.

REPRESENTING SASSE

Regardless of what project or committee you're engaged with, you are always part of the wider association and act as a SASSE representative. As mandated by the contract between SASSE and SSE about the use of the school's brand, it is important that you stress that you're from the Student Association at the Stockholm School of Economics when introducing yourself. The reason for this is to make it easier to separate the two organizations, as well as to simplify your communication with the external party given the recognisability of the association. All communication and its content should be in line with the core values of SASSE, as regulated by the regulatory documents.

CONTACT WITH EXTERNAL PARTIES

Only the SASSE President has the right to speak as a representative for the student association when in contact with the media. Students have the right to talk to the media as individuals but not as a representative of SASSE. This is further governed by Communication Policy.

GENERAL RULES

All content is monitored and often requires approval by the SASSE Board, which retains the right to remove any content they consider inappropriate.

LANGUAGE

It is of the utmost importance that all members have equal access to the association's services and communications. In consequence, in respect to its members, all of SASSE's communications, including but not limited to the association's policy and regulatory documents, motions and minutes, physical and digital content, website, social media pages, etc. must be in English. The SASSE Board has the right to remove content that does not follow these guidelines. The SASSE Board should inform the members whose information has been removed. It should be clearly and explicitly stated in the marketing for an event or presentation if English will not be used. With that said, to include the international student body, event information should still be in

English. When the SASSE Board deems it appropriate, exceptions to these guidelines can be granted.

RESTRICTED CONTENT

Any reference to illicit drugs is strictly forbidden. No communication should in any way highlight or elevate alcohol. Violent undertones or overt sexualizations of any marketing material are strictly forbidden. The SASSE Board has the right to remove content that does not follow these guidelines.

LOGOTYPES

The SASSE logotype must be present on all marketing material produced by the association. This includes posters, brochures, videos, invitations, etc. It must also be present on all official documents and contracts. The committee logotype from which the project originates and the project logotype shall be present on all published marketing material, as well as potential committee sponsor logotype according to individual contracts. The SASSE logo is only available in white or black and must be clearly visible, possibly with the help of a pennant. All logos can be found in the following folder, <http://tinyurl.com/logossasse>. If a logo is missing, please send an email to mediapres@sasse.se.

Any new logos for committees or projects must be approved by the Media Committee President before they can be used. If the implementation of the new logo entails financial costs for the association, a motion shall be sent to the SASSE Board, not only for the budget changes but also for the logo change itself. The SASSE Board will then evaluate the motion based on objective grounds such as the financial cost, professionalism, and time since the last change of logo.

COLORS & FONTS

The color code for the official SASSE color is:



SASSE PURPLE
RGB 76 20 94
HEX #4C145E
CMYK 19 79 0 63

The following fonts should be used in all kinds of formal communication, i.e. contracts, official documents, presentations, etc.

The official SASSE fonts are:

HEADLINE - CENTURY GOTHIC 16pt BOLD UPPERCASE

SUB HEADLINE - CENTURY GOTHIC 14pt BOLD UPPERCASE

Sub sub headline - Century Gothic 12 pt bold

Body - Garamond 12pt Normal

With regards to other internal communication, committees and projects can have their own graphical profile which deviates from the fonts and colors mentioned above.

TEMPLATES

The association's official documents follow the same layout. Download the SASSE Document Template when composing any plans, guidelines, policies, and regulations, etc. You can find the template at www.sasse.se, under About and Documents.

E-MAIL

All positions within different projects and committees in SASSE have a post-specific email account. Contact tech@sasse.se to get access to such accounts if they have not been provided during the handover process. Emails to a large group of SASSE members or SSE students are considered spam and not allowed. Exceptions can be made, however, if the SASSE Board deems it appropriate.

All SASSE emails must have a signature that should look like the following:

Name Nameson - Role

THE STUDENT ASSOCIATION AT THE STOCKHOLM SCHOOL OF ECONOMICS

Sveavägen 65 . Box 6501. 113 83 Stockholm . Sweden . www.sasse.se

MOBILE Name: +46(0)73 123 45 67, E-MAIL xxx@sasse.se



THE STUDENT ASSOCIATION

Remember to update this signature to your name and contact information.

OFFICIAL COMMUNICATION CHANNELS

The association's communication channels are the following:

- a. Webpage sasse.se
- b. Facebook SASSE Members
- c. Instagram [@sasseofficial](https://www.instagram.com/sasseofficial)
- d. Facebook The Student Association at Stockholm School of Economics
- e. Facebook SSE Students
- f. Facebook Educational Opportunities
- g. Facebook BC Opportunities
- h. Facebook SASSE Deals
- i. Facebook SASSE Buy Sell & Rent
- j. Facebook SASSE Health
- k. Facebook SASSE Lost & Found
- l. Facebook Sharing is Caring
- m. Individual Committee channels
- n. SASSE Youtube & Vimeo channel
- o. LinkedIn Student Association at the Stockholm School of Economics
- p. Publications, e.g. MINIMAX, Småttingguide, Master Guide, etc.

BASELINE

The SASSE Website (www.sasse.se)

The main communication channel of the association—where all information should be centralized—is the website, www.sasse.se. All events, news, recruitments, etc. must be published on this website. All other communication channels are optional. To post information regarding your project or event, contact the president of the committee to which the project originates.

Contact web@sasse.se or the individual committee president to update and publish information on the committee/project pages.

COMPLEMENTARY

Websites

A SASSE project can choose to further market themselves to external parties through a separate website. All project web pages should also contain a link to the main SASSE website.

Furthermore, the SASSE logotype should always be present on the site. It should also be clear that SASSE is the organizer of the event, not one of the sponsors.

Facebook (@The Student Association at the Stockholm School of Economics)

SASSE's official Facebook page is aimed mostly towards external parties. The ones responsible for updating the page are the Media Committee President and the SASSE President. If you want any picture to be put up of an event, send an email to mediapres@sasse.se.

Facebook SASSE Members

SASSE Members is a group for information and announcements from the association, open to all members of SASSE. The group-specific rules can be found in the description of the group on Facebook. When the SASSE Board deems it appropriate, exceptions to this policy can be granted.

Instagram (@sasseofficial)

SASSE's Instagram is an informal communication channel for ongoing updates about life in the association, i.e. the channel is not to be used as a "marketing place" for events or recruitments of projects. When the SASSE Board deems it appropriate, exceptions to this policy can be granted. Given its informal nature, SASSE's Instagram should be used while events are taking place, meaning logos are not required.

Project/committee social media pages

Apart from SASSE Members, projects and committees can have their individual Facebook pages or Instagram accounts for project- or committee-specific information. All communication concerning activities within a committee should be posted on the committee's media channels. The purpose of this is to centralize all communication to a few pages, making it more easily

accessible for our members. These pages must follow the communication guidelines stated in this document. The Media Committee President decides if these pages are necessary.

Run-ins (“Inspiring”)

Projects or committees can choose to further market themselves by running in after lectures and briefly informing students about events or recruitments. Only SASSE projects are allowed to advertise their events via run-ins. You must contact the lecturer in question prior to the planned run-in and request their permission. Run-ins for recruitment are regulated by the SASSE Recruitment Regulations, found at www.sasse.se, under About and Documents.

Video content

All videos must contain the SASSE logo at the end, in addition to the logo of the committee to which the project belongs, as well as a potential committee sponsor logotype according to individual contracts.

Movies to market projects or events on SASSE Members or during run-ins can be uploaded to Vimeo if requested. Lectures, workshops, etc. can be recorded and uploaded to the SASSE Youtube channel. Everything published on these external pages must be approved by a member of the SASSE Board beforehand.

Posters

Physical posters can be pinned to the billboards found in the Kåridor (the SASSE corridor) as well as in the entrance to Center for Retailing. All billboards above basement level belong to SSE and are forbidden for SASSE to advertise on.

All posters require a stamp from the SASSE Reception. If this is not done the posters will be removed. Posters are allowed on the billboards for up to two weeks or until the end of the event or deadline. Only one poster per event is allowed per billboard. Posters should follow the guidelines about design and the use of logos previously described in this document. For non-SASSE-related information, the two billboards found on the wall by the staircase down to the SASSE premises can be used. These are free for externals to put up content, but not to advertise on. These also require a SASSE stamp.

All billboards are free for association-related use, except for the billboards labeled “Company” which is sole to be used for recruitment ads and company presentations, approved by the Business Committee.

Publications

Brochures and magazines concerning projects of the Student Association must go through the SASSE President and Media Committee President, the legally responsible publishers of the association. The following information should be included on the first page of the publication: the SASSE and committee logo, the publisher (i.e. the SASSE President and Media Committee President), and that the publication is published by the Student Association at the Stockholm School of Economics.