



# SIGMA ALPHA MU

## SIGMA ALPHA MU FRATERNITY

### PUBLIC RELATIONS POLICY

The image of Sigma Alpha Mu held by the public is dictated by what is seen of its members. Since Sigma Alpha Mu Fraternity is proud of its image and wishes to protect it, all chapters are now asked to abide by the following policy relating to any visual impression a chapter or member may make on behalf of the Fraternity.

For any of the following which bears the name of Sigma Alpha Mu Fraternity, the name of any of its chapters, its crest, its letters, or any of its nicknames:

Shirts	Press releases	Newspapers articles & newspapers
Flyers	Banners	Websites and Social Media Sites
Manuels	Glassware	Posters
Publications	Party favors	Slogans

#### **There may not be:**

- ✎ any depiction of alcohol, alcoholic beverage use, kegs, beer cans, alcohol bottles, beer bong, brand names, or depiction of sales;
- ✎ any depiction of drugs, drug use, drug slogans or slang words, or drug paraphernalia;
- ✎ any depiction in a demeaning way, of minorities, ethnicities, or cultural segments;
- ✎ any religious depictions in a demeaning way;
- ✎ any depictions of women in a demeaning way;
- ✎ any depictions relating to sex, sexual paraphernalia, or sexual orientation;
- ✎ any use of profanity;
- ✎ or any use of licensed or copyrighted characters, phrases, logos, or materials (including Yosemite Sam, Dr. Seuss' "Sam I Am," Absolute, etc.)

The Prior or a member of Council should approve all items governed above before their use or publishing, or printing.

If you are unsure about an image or slogan, contact the Fraternity Office ([samhq@sam.org](mailto:samhq@sam.org)) for approval.