I. PURPOSE

Identifies the approved college logos and presents procedures and guidelines for their use.

II. DEFINITIONS

A. Logo. A logo is an identifying mark that represents the college. It may be a letter, a graphic symbol, or the college’s entire name in a specified typestyle, or it may be all these taken together. As used herein, “logo” refers to an approved combination of lettering and graphic symbol. Whenever more specificity is warranted, reference is made to “symbol” (or “graphic symbol”) or “lettering.” (This regulation pertains only to the use of the college logo; it does not address the use of the college seal, which is under the exclusive control of the Board of Trustees and is reserved for certain institutional uses that are officially the province of the Board.)

B. Publication. Online or printed material produced at, by, or for Wharton County Junior College or any of its activities, units, groups, or organizations (students, faculty, or staff) whether intended for internal or external distribution, whether electronically distributed, posted online, or mailed or posted on bulletin boards, and whether produced on campus or off campus. Publications include, but are not limited to, advertisements, announcements, brochures, calendars, catalogs, certificates, class schedules, directories, fliers, forms, greeting cards, handbooks, invitations, maps, newsletters, news releases, posters, programs of events, tickets and other notifications of convocations, meetings, lunches, or performances. (Materials for use in class such as syllabi and other handouts are exempted from this policy, as are materials produced by students for class projects.)

III. POLICY

A. College Logo. The college name and its representation in logos, seals, and symbols are the property of Wharton County Junior College. Accordingly, no person, group, organization, or agency may reproduce the college's name, the college logo, the college graphic symbol, or the college seal, nor may they be employed for profit-making ventures, without prior permission from an authorized representative of the college.

1. All publications shall contain the official college logo in one of its approved configurations. (See logo art and stationery on college’s intranet site.)

2. All materials produced by or for a college entity (an individual employee or a faculty, staff, or student organization) that is to be distributed or exhibited on college premises (e.g., on bulletin boards) must carry the college logo and graphic symbol. The Office of Student Services, therefore, may not grant approval for any item to be posted on bulletin boards unless the item meets this specification. (Personal materials submitted by individuals concerning, e.g., sales of personal items, apartments for rent, carpooling are not required to display the logo and symbol, though such materials must still be approved by the Office of Student Services prior to posting.)

3. The logo shall not be redrawn, re-proportioned, modified, or altered in any way. The logo shall be reproduced for publication by using logo art available on the WCJC intranet site.

(POLICY APPROVAL: 8-16-95, Board of Trustees, amended 1-15-13, amended 7-15-14)

IV. PROCEDURES AND GUIDELINES
A. To promote a consistent image of the college, to enhance the recognition value of college publications, and to create and sustain an easily recognizable identity for the college, all published materials intended for internal or external consumption (including but not limited to online publications, fliers, announcements, brochures, advertisements, news releases, and posters) should contain the college name by use of the college logo and graphic symbol in one of the approved forms. College stationery is also available on the WCJC intranet site. (See logo art and stationery on the college’s intranet site.)

B. Whenever someone wishes to use the college logo, he or she should secure art from the college’s intranet site. When available art is not in the size required for producing a particular publication, employees should follow established procedures found in the document titled Steps for Requesting Marketing Services found on the WCJC intranet site.

C. Certain items (e.g., athletic wear, T-shirts, sweatshirts, and promotional hardware such as cups, mugs, and paperweights) may be excluded from the above restrictions with the approval of the Director of Marketing and Communications.

FRV
8-16-95
BAM
1-15-13
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7-15-14